AUGUST 20, 1956 35c PER COPY

BROADCASTING TELECASTING

LISTENERS AT 4c EACH Page 31

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25TH year

BUSINESSWEEKLY OF RADIO AND TELEVISION

60 seconds is all it takes...

7,942,107* automobiles rolled off American production lines in 1955. That's an average per working day of 63 cars every 60 seconds.

To keep automobiles rolling from factory to family—and to move your merchandise too—60 seconds is all it takes on Spot Radio . . .

It costs *less* to reach *more* of *your* potential customers . . . wherever they are . . . whoever they may be . . . at the precise time and place of your choice.

60 seconds—or *less*—is all it takes to sell them with the right, bright buy—Spot Radio.

* An estimated 6,591,948 of these cars were radio equipped! Millions listen to Radio while keeping their eyes on the road.

WSB . . . . . Atlanta
WGN . . . . . Chicago
WFAA . . . . . Dallas-Fort Worth
WIKK . . . . . Erie
KPRC . . . . . Houston
WJIM . . . . . Lansing
KARK . . . . . Little Rock
WISN . . . . . Milwaukee
KSTP . . . . . Minneapolis-St. Paul
WTAR . . . . . Norfolk
WIP . . . . . Philadelphia
WRNL . . . . . Richmond
KCRA . . . . . Sacramento
WOAI . . . . . San Antonio
KFMB . . . . . San Diego
KMA . . . . . Shenandoah
KTBS . . . . . Shreveport
WNDU . . . . . South Bend
KVOO . . . . . Tulsa
ABC . . . Pacific Radio Regional Network Texas Quality Network

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Another thinly disguised WJR success story

Frenzied fans fight frantically for foul ball

Last June, during a night ball game, a player popped a foul into the broadcasting booth. The announcer casually remarked that he'd send this ball to the WJR listener writing in from the most distant point.

What a deluge! Letters came from Canada, California, Arizona, Oklahoma, Florida, Georgia, New York, Maine, and all points in between. Letters came from small fry, grownups, farmers and city folks, tourists and traveling salesmen. According to the mailman, everybody wrote in for that foul ball!

The best part of it all was that a lot of the letters came from the Great Lakes area—WJR's own backyard. The general tenor of *these* letters was—". . . don't expect to win the ball, just wanted to let you know how happy we are that WJR is now broadcasting the night games—they're coming in loud and clear for the first time."

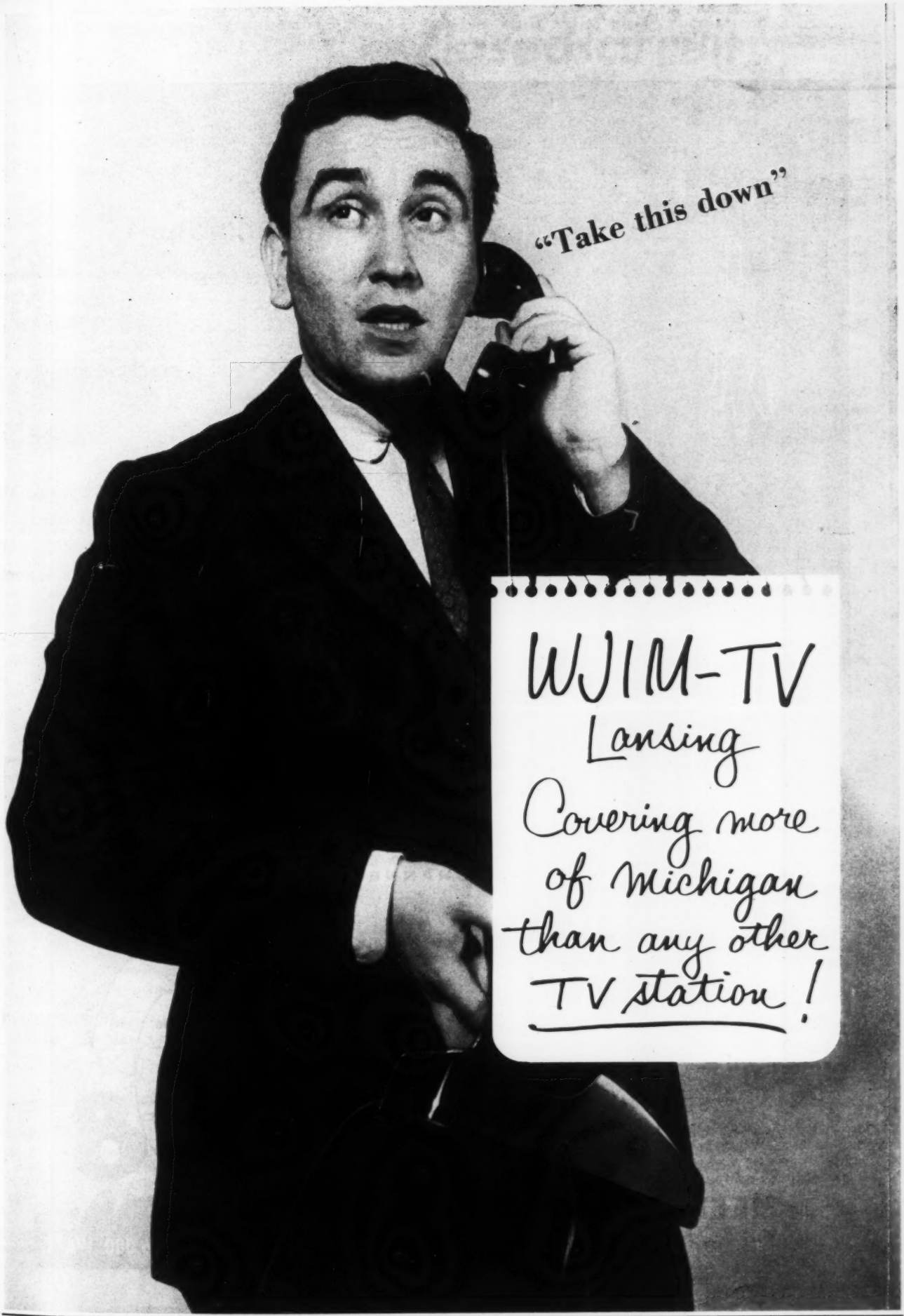
But what does all this prove? Simply that when you have as many listeners as WJR, even a foul ball is a "national event." Of course we knew this, because we've already read the latest report from Alfred Politz Research, Inc., which stated: 38 percent of all listeners in the area surveyed specify WJR for sports. That's considerably more than the next four stations combined. And that's worth considering if you've got something to sell. So ask your Henry I. Christal representative about WJR—he knows what we can do for you!

The Great Voice of the Great Lakes

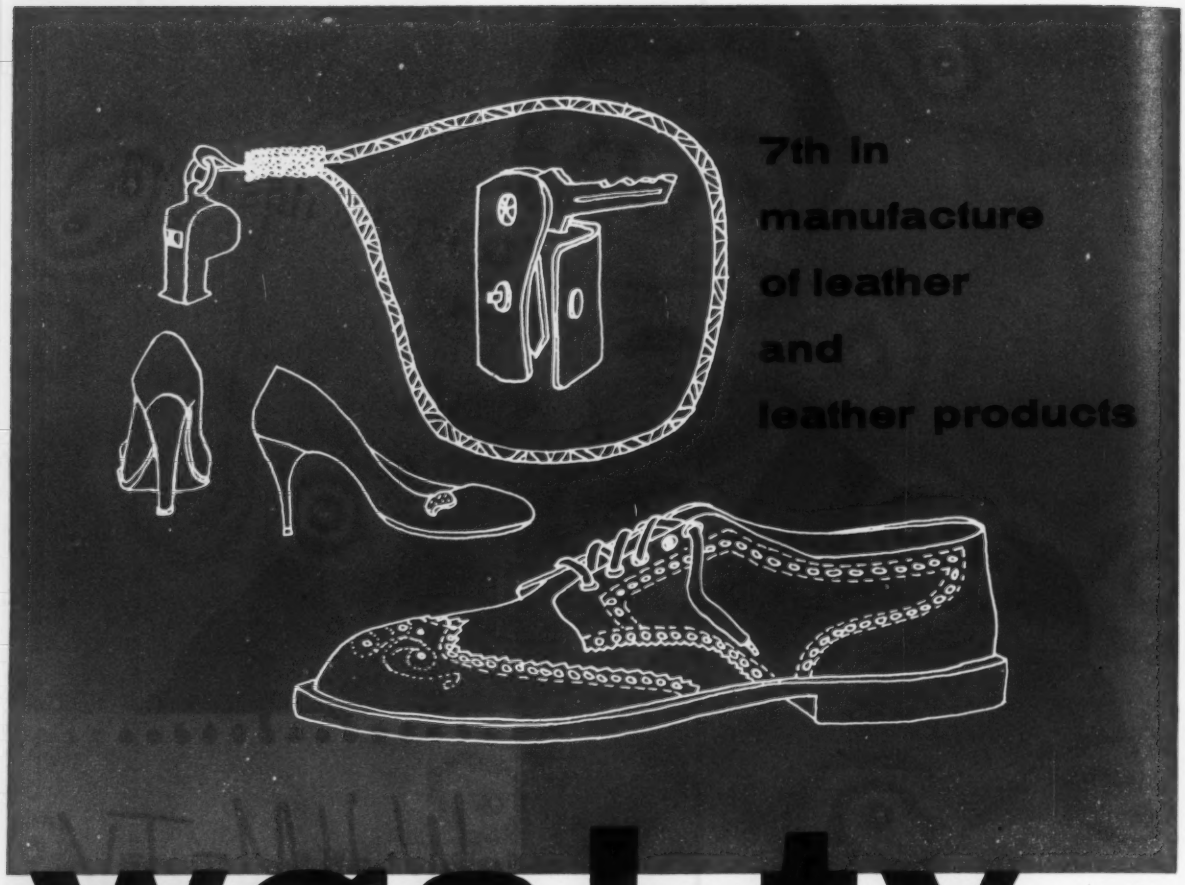
WJR *Detroit*

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



wgal-tv

LANCASTER, PENNA.

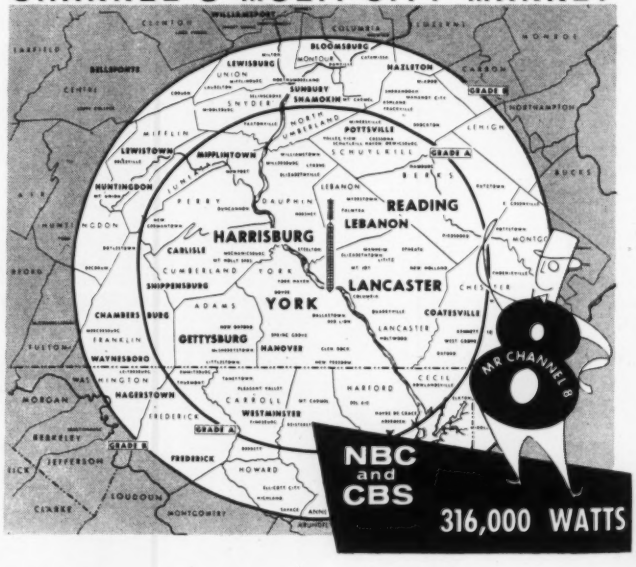
NBC AND CBS

Among the television markets foremost in the manufacture of leather and leather products, the Channel 8 Multi-City Market ranks seventh, based on production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956*) This is just one phase of the widely diversified industry which makes the WGAL-TV Channel 8 market a buying market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit.

COULD BE TROUBLE • Network executives attending Democratic Convention in Chicago were concerned about possible application of Section 315 equal time provision for candidates for public office. Dozen speakers last week were candidates for Senate or for re-election. Will Republican opposite numbers seek equal time? And what about those at this week's GOP convention who are candidates, like Keynoter Gov. Langlie of Washington, who is running against Sen. Magnuson, Democratic incumbent?

B•T

QUESTION: Did Democratic National Committee Chairman Paul Butler's plea for contributions in his curtain-raiser address constitute violation of major network rules against soliciting of funds? He asked for $1, $5 or $10 donations to party, after citing necessity of whistle-stop campaign and contending that Demos don't have big money available like GOP for extensive use of television and radio.

B•T

LOEW'S LONG AIM • Deal by Loew's with unspecified New York tv outlet, possibly along same pattern as $4 million lease of its MGM library to, and $1.6 million-plus purchase of stock in KTTV (TV) Los Angeles (see story page 58), was reported in "serious consideration" stage Friday. Loew's has aim of working arrangements (not necessarily ownership interest) with stations in five to ten top U. S. markets. Another goal: to become one of top suppliers of tv programs for sale to advertisers, agencies, networks. If and when this is *fait accompli*, Loew's would be in position to "experiment" with idea of tv film network.

B•T

HOUSE Small Business Committee definitely will release this week record of hearings last March on uhf and alleged network influence over FCC. And woven into record will be samples of network inter-office memoranda subpoenaed from network files but never formally introduced at hearings. More extensive disclosure of private network correspondence is expected later when committee issues report and recommendations based on its hearings and investigation.

B•T

AT-LARGE, AT-LOGGERHEADS • Focal point of interest for radio broadcasters during NARTB regional meetings starting Sept. 17 will be open discussion of proposal to drop eight at-large directors from Radio Board. Host directors at meetings are arranging panels to lead discussion, scheduled after President Harold E. Fellows luncheon speech on opening day. Radio membership voted 5-4 in favor of dropping at-large directorships, but board was forced to call new vote after more than 5% of members petitioned for such action on ground issues were not clearly defined in ballot background material.

B•T

CBS INC. President Frank Stanton was forced to miss his first meeting as member of board of New York Life Insurance Co. because of controversy provoked by Democratic National Committee Chairman Paul Butler over CBS failure to carry "Pursuit of Happiness" film on convention's opening day in Chicago (see story page 72). Dr. Stanton planned to attend Wednesday board meeting in New York but didn't get away until Thursday after things cooled off.

B•T

ON THE BARRELHEAD • Oregon broadcasters already are sweating out political demands for radio-tv time though election is 2½ months away. Besides national campaigning, stations are being contacted by campaign directors for Douglas McKay (R) and Sen. Wayne Morse (D), hot candidates for U. S. Senate seat. Many stations in state refuse to make firm commitments at present, knowing time must be available for all principal candidates. Usual policy is to require payment in advance from political buyers.

B•T

CROWELL-COLLIER isn't backing away from its $16.5 million purchase of Bitner stations in Midwest despite delay in filing for FCC approval. At least that's word from C-C sources who insist deal is still "very much alive." Contract was signed nearly four months ago but papers have not yet been submitted to Commission. Main delay is still believed to center around C-C effort to get bank money at its own terms. Bitner stations are WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids, Mich.; WTCN-AM-TV Minneapolis, and WFDF Flint, Mich.

B•T

TWO FOR THE GRIDDLE • It looks as though House Antitrust Subcommittee will concentrate its fire on CBS and NBC when it opens New York hearings some time next month. Letters asking for detailed information on program and talent deals went last week to those two (story page 84) but not to ABC-TV, which also has extensive talent-production arrangements. Date of hearings, to be conducted by Chairman Emanuel Celler (D-N. Y.), still uncertain, except that it will be in September.

B•T

BOND Stores Inc., (clothing chain), New York, reported to be looking for strips of tv news or sports programs which it will use, among other forms of programming, in unspecified number of markets in expanding its national advertising schedule. For past few months, it's understood, Bond's two agencies, Joseph Katz Co., New York and Baltimore, and Compton Adv., Los Angeles, have been reviewing client's radio-tv activities during and after its tenure with now-defunct Biow Co. Bond currently has tv news programs on air in New York, Cleveland and Los Angeles, and weather program in Rochester, N. Y. It also has radio campaigns in 10 other markets. New campaign will solidify existing markets and open up new ones.

B•T

BEARDS ABROAD • With electric shaver sales jumping on world-wide scale, Remington-Rand Shaver Div., Bridgeport, Conn., of Sperry-Rand Corp., New York, has instructed its international advertising agency, Robert Otto & Co., to look for syndicated tv film series for South American placement.

B•T

RESIGNATION of Spencer Allen, veteran of 18 years with Chicago Tribune *broadcast interests, as director of combined WGN-AM-TV news operations, is attributed to policy differences over news coverage with new WGN Inc. management team. Mr. Allen, who will announce future plans shortly, was credited with producing WGN-TV's award-winning* Chicagoland Newsreel *past eight years.*

B•T

FEATURE FLOOD • Claim to title of "biggest user of first-run feature films in the country" is being eyed by RKO-Teleradio's WOR-TV New York. With RKO library to draw on, it's revamping fall lineup to point where approximately 85% of its 110 hours of weekly programming will be feature films.

B•T

PUSH in spot tv by Philip Morris Inc. for its hardpack (fliptop) king-size Philip Morris cigarette (story, page 50) will call for "somewhere between $400,000 and $500,000," between now and end of year, according to PM. Firm has $2 million allocated to spot tv for balance of 1956. For first six months of year, PM spent nearly $3½ million in tv spot (see listing, page 40).

B•T

KINGPIN P&G • Procter & Gamble with combined expenditure of over $34 million in spot tv and network tv during first six months of this year (see tabulations, pages 39, 40) holds its No. 1 position with plenty of margin. Nearest to P&G is Colgate-Palmolive which spent total of little more than $12 million in spot and network television.

MEMO
From: WISH-TV
True a year ago
Still True today!
in every
television market there
is one dominant station
...in Indianapolis
that station is
WISH-TV
channel 8
CBS
TELEVISION
CBS IN INDIANAPOLIS

at deadline

TV, WHICH GAVE HIM NATIONAL STATURE, WILL FIGURE BIG IN KEFAUVER CAMPAIGN

DEMOCRATIC campaigning this autumn will rely heavily on impact of television, it appeared as Sen. Estes Kefauver (D-Tenn.) won the party's vice presidential nomination.

With Adlai Stevenson, Tennessee Senator is keenly aware of way tv brings personality of candidates into nation's homes. Sen. Kefauver owes his national stature to the fact that he was chairman of 1950-51 Senate Crime Committee that uncovered before cameras and microphones corruption in low and high places.

Little known outside his state just few years ago, Sen. Kefauver used statewide radio hookups and time on individual stations to wage his 1948 campaign for U. S. Senate after having served decade in House.

This past spring and summer his voice and face have appeared frequently on radio and tv as he barnstormed from Atlantic to Pacific as Presidential aspirant. In background was Col. William A. Roberts, Washington communications attorney, who pulled strings much of the time.

At Chicago last week, Col. Roberts was given by CBS commentator Grant Holcomb much of credit for vice presidential victory. Mr. Holcomb on air said he had never seen anyone work so efficiently in masterminding political campaign from hotel room. Lou Poller, owner of now dark ch. 25 WCAN-TV Milwaukee, was active on Kefauver staff. Mr. Poller is outspoken advocate of subscription television.

Sen. Kefauver has long been champion of equal coverage rights at public events for radio and tv. In interview with B•T (March 10, 1952), he said he believes television "is entitled to the same treatment accorded other means of communication" in reporting such events. He openly challenged ex-President Truman's security order on ground citizenry should be fully informed, with an independent agency screening suppression of government information.

Sen. Kefauver proved to be aggressive campaigner in recent months until he withdrew from Presidential race in favor of Mr. Stevenson. He stumped nation in same way he beat Tennessee bushes in defying once-famed Crump machine. While he believes there is no substitute for actual face-to-face meetings of candidates and voters, he said television comes closest to personal appearance and is very effective. "Tv cannot help becoming a most important factor in any political campaign," he said.

He described radio as exerting "tremendous influence on political campaigns," with both media providing "a more intimate degree of communication."

His philosophy of government regulation is based on Jeffersonian principles. First, it should prevent people from injuring one another and secondly should insure a certain degree of equality of opportunity in enjoying constitutional rights of free speech and press, he said. Specifically, he said regulation of tv and radio should be based on these two factors plus uniformity of technical standards.

Sen. Kefauver is long-time friend of Edward Lamb, president of WICU (TV) Erie, Pa., and participated in dedication of new plant of *Erie Dispatch*, published by Mr. Lamb.

More Than 90 Million See Convention on Tv

TOTAL of 93,831,000 persons had watched some part of Democratic convention on one or more networks up to start of balloting last Thursday night, NBC reported Friday on basis of special study made for it by American Research Bureau. In all, 84% of tv homes had tuned it at one time or another before balloting—traditionally peak attraction—had got under way. Trendex average-minute all-network audience figures were running ahead of 1952's on four-day basis though Trendex ratings for Wednesday and Thursday nights slipped slightly below 1952 level. Trendex ratings: Monday night, 30.4 against 26.1 in 1952; Tuesday, 26.8 against 23.1 in 1952; Wednesday, 28.1 against 29.0 in 1952, and Thursday, 35.0 against 36.6 in 1952.

Networks Pack for Move To S. F. as Dems. Close

WITH Presidential nomination out of way and balloting underway for vice presidential nominee, three tv networks Friday began methodically stripping cameras and allied remote gear from candidates' headquarters in major Chicago hotels.

Morgue-like atmosphere pervaded Harriman and Kefauver headquarters in Hilton, Chandler rooms in Sheraton-Blackstone and Symington quarters in Sherman, as well as accommodations in other hotels. Networks also were packing and crating equipment in tv-radio rooms at Hilton as action centered in International Amphitheatre.

When final gavel fell Friday evening, wholesale dismounting and packing operation got in full swing as networks and radio-tv-press correspondents prepared to board chartered flights for San Francisco GOP convention. Networks still stuck by timetables, with equipment and personnel scheduled to arrive on West Coast sometime Saturday morning for pre-convention weekend of activity.

NEVER TOO LATE

THIS week's Republican National convention won't end radio convention coverage. Next up will be Socialist Party of U.S.A. CBS Radio reported Friday that it has scheduled "exclusive" broadcast of Darlington Hoopes' belated acceptance speech as Presidential candidate for Socialists who held national convention in Chicago June 8-June 10. Program will be aired Sept. 4, 10:45-11 p.m. EDT.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 56.

CANDY TEST • Newark Packing Co. (nuts), Newark, N. J., will use radio to test its newest product, Astor peanut candy, in New York market prior to launching nationwide radio drive. From Sept. 17 to Dec. 15, its agency, Lewin, Williams & Saylor, N. Y., will conduct four-station saturation campaign via WCBS, WNEW, WAAT, and WINS, all New York.

BISCUIT BUY • Bowman Biscuit Co., Denver, has signed Song Ad film-radio productions, Hollywood, to produce film spots for fall tv campaign in 18 Middlewestern markets through Ball and Davidson Advertising, Denver.

DAYTIME SCHEDULE • General Foods Corp., White Plains, N. Y., will launch 13-week, Mon.-Fri. daytime radio spot schedule in limited number of southern markets starting Oct. 1 for Calumet baking powder. Agency is Young & Rubicam, N. Y.

SHORTS STORY • B.V.D. Co., (underwear), N. Y., expected to increase its tv spot drive with 13-week campaign starting middle of next month in Holyoke, Mass., Baltimore, Philadelphia, and Los Angeles, using one station in each market. Agency: Al Paul Lefton, N. Y.

COFFEE BREAKS • Joseph Martinson & Co. (Aborn Coffee Div.), N. Y., launching intensive radio spot campaign starting middle of October and running through end of 1956 on six Boston stations and Yankee Network for Aborn's instant and vacuum tin coffees. Agency is Anderson & Cairns, N. Y.

NETWORK NIBBLE • Regina Corp. (vacuum cleaners, floor polishers), Rahway, N. J., said to be seriously considering participations in NBC-TV's *Tonight* and ABC-TV's *Afternoon Film Festival* this fall as its initial network buys. Agency is Lewin, Williams & Saylor, N. Y.

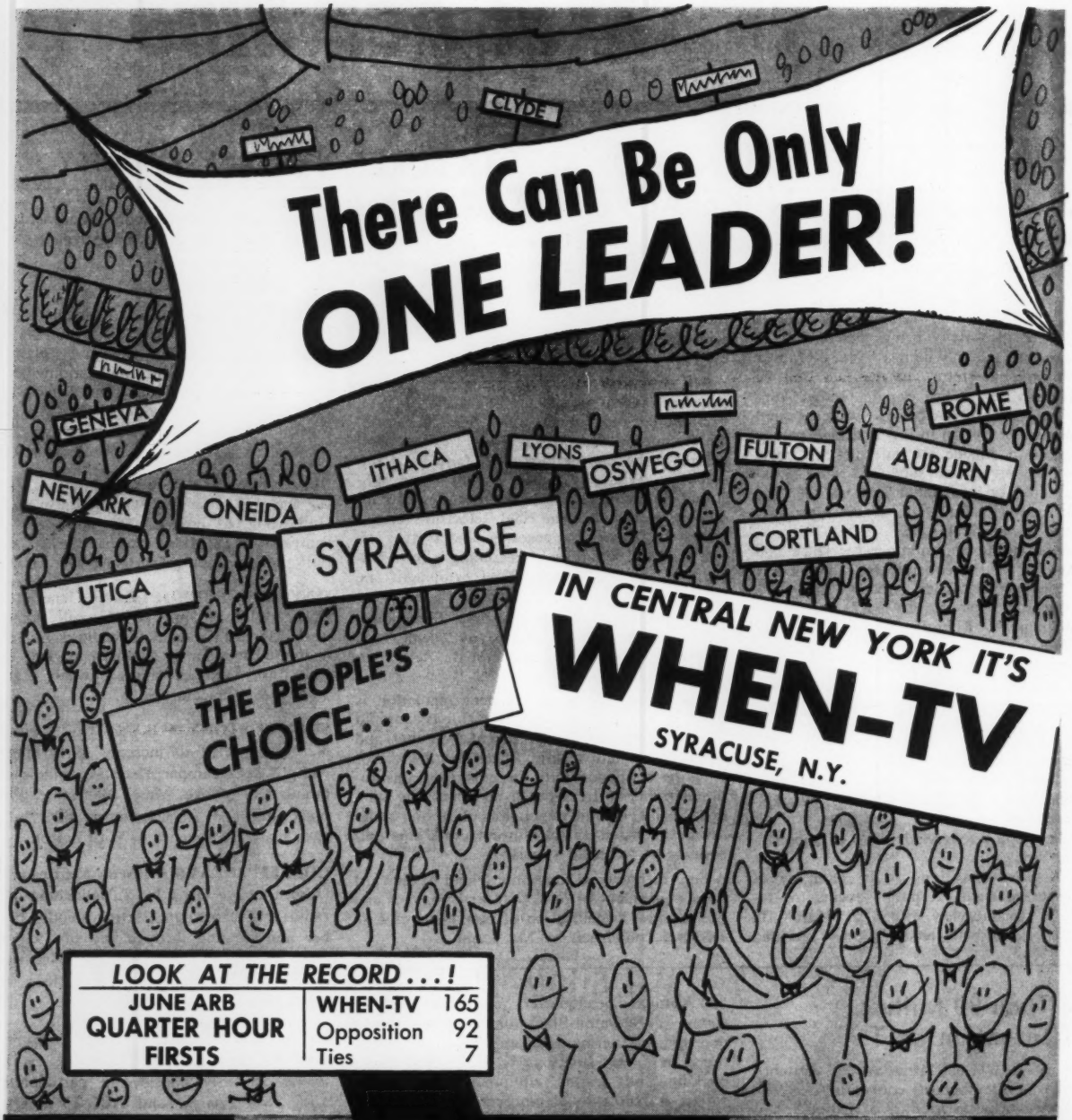
TEST WORKED • Norex Labs, N. Y., starting tv test campaign Oct. 1 for 39 weeks in San Francisco, Minneapolis-St. Paul, Dallas, and

(Continues on page 9)

ABC Plans Shortcut

IF things work out as ABC-TV plans, it will be assured of perpetual, if infinitesimal, scoop over rival networks in delivering GOP convention to San Francisco viewers. ABC figures to run one-fiftieth of a second ahead of others.

CBS-TV and NBC-TV have traffic worked out to send signals from San Francisco Cow Palace to New York, returning to their San Francisco stations for broadcast via Hollywood. ABC-TV will send same way but also will beam signal direct to its owned and operated KGO-TV San Francisco transmitter on Mt. Sutro.



KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

WDSU Acquires Vhf In Hattiesburg, Miss.

ACQUISITION by WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans) of 51% interest in ch. 9 WDAM-TV Hattiesburg, Miss., for $51,000, disclosed in application filed Friday asking FCC approval of transaction. Sellers are equal partners Harold Matison, D. A. Matison Jr., Milton J. and Alvin H. Fine, each of whom relinguishes 51% of his quarter interest.

WDAM-TV, NBC and ABC affiliate, began operation last June and shows loss to date of $5,502. Station, as of June 30, lists $26,135 current assets, $253,023 total assets and current liabilities of $158,525. WDSU Broadcasting also owns 57.8% of WAFB-AM-FM-TV Baton Rouge, La.

Navy Starts Alaska Tv

NEW military low-power vhf tv station at Adak, Alaska, has begun regularly scheduled programs, FCC announced Friday. Navy Dept. advised Commission that ch. 8 outlet commenced operation July 4 with 90 w effective radiated power. Adak is at western end of Aleutian Islands. As with other Armed Forces Radio Service tv's, military agrees to discontinue operation if advised by FCC that station is causing harmful interference to non-government operation or if private tv station provides satisfactory service to area.

KNX Protests Am Request

PROTEST was filed with FCC Friday by CBS' KNX Los Angeles against application of Louis Helfman for new daytime am (1050 kc, 250 w directional) at Fontana, Calif. KNX (1070 kc, 50 kw fulltime), asking dismissal of Helfman application, charged that 25 mv/m contour of proposed station will overlap 2 mv/m contour of KNX, causing objectionable interference to CBS outlet.

KVOL Seeks Vhf

REQUEST of FCC to allocate ch. 3 to Lafayette, La., was filed Friday by KVOL-AM-FM there. Addition of ch. 3 would give Lafayette chs. 3, 10, 38 and 67. Only channel in use is 10 (KLFY-TV). Lafayette population is approximately 33,000. For other allocations proposals, see page 84.

Sylvania Opens Labs

TWO new laboratories—reportedly first of their kind on West Coast—opened Friday by Sylvania Electric Products Inc., New York. Both facilities, one for receiving tube engineering, the other for special lamps application, are located at Sylvania's five-acre site at former Los Angeles airfield.

Admiral Hikes Tv Prices

PRICE boosts ranging from 3 to 10% on most of current tv receiver lines will be placed into effect today (Monday) by Admiral Corp. Increases were ascribed to higher labor and materials costs.

SLIPPED ON SOAP

JEAN SHEPHERD, WOR New York after-midnight D. J. who sold an unwritten book so well it subsequently had to be written (see story page 106), was fired in mid-program early Friday morning for attempting to sell genuine soap product —that hadn't bought time. In apparent effort to prove his program isn't too highbrow to sell things, he started urging listeners to go out and buy Sweetheart soap. After several of these free "commercials" he was yanked about 2:30 a.m. Friday and replaced with program of recorded music. WOR spokesman said station felt Mr. Shepherd was "talented and erudite" but appealed to limited audience; that his time period henceforth would be filled by *Long John* program of music, interviews, and stories.

BUSINESS BRIEFLY

(Continues from pages 7)

Washington for Amitone (digestive pill) through Grey Adv., N. Y. This will be Norex's second time in tv, following up test run on WTVJ (TV) Miami earlier this year.

THERMOS THINKING • American Thermos Products Co. (formerly American Thermos Bottle Co.), Norwich, Conn., which has appointed Charles W. Hoyt, N. Y., as its agency effective Dec. 1, may consider using broadcast media next year. Account, currently serviced by Ruthrauff & Ryan, N. Y., bills about $150,000 yearly.

FALL FUTURES • Thomas Leeming Co., N. Y., understood to have instructed its agency, William Esty, N. Y., to check into radio availabilities for fall and early winter for nationwide spot campaign for Ben-Gay and hand cream-lotion products of its Pacquin Div.

TV MAYBE • Lily of France Inc. (brassieres), N. Y., is looking into possibilities of national tv spot campaign and its agency, Lewin, Williams & Saylor, N. Y., is currently studying national market picture.

CHEESE CAMPAIGN • Denmark Cheese Assn., N. Y., hopes to launch 26-week radio spot drive on "good music" stations in eight markets this fall. Already tapped are KFAC Los Angeles, WEAW Chicago, WCRB Waltham (Boston market), WFLN (FM) Philadelphia, WQXR New York, and WJBK Detroit. Remaining two markets are said to be of indefinite status at this time, although client has expressed wish to break into Washintgon, D. C., and San Francisco. Agency is Al Paul Lefton, N. Y.

MOVIE PROMOTION • Metro-Goldwyn-Mayer, N. Y., firming up last-minute radio-tv station availabilities in connection with nationwide release of "High Society" starring Bing Crosby, Grace Kelly and Frank Sinatra. Next month, MGM will repeat this type of campaign (in each market, spots three days prior to actual opening of film) for "Tea and Sympathy" starring Deborah Kerr and John Kerr. Agency: Donahue & Coe, N. Y.

PEOPLE

BENNETT H. KORN, account executive, Television Programs of America, N. Y., returns to WABD (TV) New York as director of sales. **BILL ADLER** continues as sales manager. Mr. Korn was associated with station last year before joining TPA.

LAWRENCE B. DUNHAM JR., account executive, Campbell-Mithun, Minneapolis, to Compton Adv., N. Y., in similar capacity.

Funeral services will be held in Chicago suburb (Lincolnwood) today (Monday) for **STANLEY A. MATAS,** 61, veteran station account executive and with WBKB (TV) sales department past two years. He died Thursday in Ravenswood hospital. Mr. Matas was account executive with WAIT, independent station, for one year before joining ABC o&o outlets in 1954. His wife, Faye, survives.

RAYMOND W. DURST, director of Hallicrafters Co., and formerly president of electronics firm before merger with Penn-Texas Corp. last year, announced resignation effective immediately. He reported no immediate future plans. Mr. Durst joined Hallicrafters Co. in 1936 and resigned as president last December.

Shapiro Named to Head KTVX (TV), KATV (TV)

MIKE SHAPIRO, commercial manager of WFAA-TV Dallas, appointed managing director of John T. Griffin stations, KTVX (TV) Muskogee-Tulsa, Okla., and KATV (TV) Pine Bluff-Little Rock, Ark. In newly-created post Mr. Shapiro will head combined operation, with headquarters in KTVX studios in Tulsa.

Mr. Shapiro has been with WFAA-TV since January, 1955, before that was with Avery-Knodel, station representatives, in Chicago. Earlier he was assistant manager of KDUB-TV Lubbock, Texas, and has served at KTXL San Angelo and KECK Odessa, both Texas.

L. A. (Bud) Blust Jr. and John Fugate will continue as managers of KTVX and KATV, respectively, reporting to Mr. Shapiro.

NABET Plea Denied

FCC Friday denied union request for temporary stay of Commission's June 20 grant approving $635,000 sale of WHTN-AM-FM-TV Huntington, W. Va., from Greater Huntington Radio Corp. (Sol J. Hyman and family) to Cowles Broadcasting Co. [B•T, June 25]. Request for stay was asked by National Assn. of Broadcast Employees & Technicians (AFL-CIO), claiming to represent 20 WHTN employes. NABET charged that Greater Huntington fired five of its members after selling the station to Cowles and that therefore union and discharged employes were parties in interest. FCC ruled that NABET failed to make allegations that would warrant a stay of grant.

Trav-Ler Transistorizes

TRAV-LER Radio Corp. plans to market complete line of transistorized radio sets, it was announced Friday by Joe Friedman, president, following firm's purchase of CBS-Columbia equipment and materials. Under terms of purchase, of which price not revealed, Trav-Ler receives from eight CBS-Columbia plants tools, dies, molds and designs, as well as production equipment for 24-inch tv receiver it will market. CBS-Columbia was not active in transistor radio field.

the week in brief

PEPSI-COLA HITS WITH SPOT

Soft drink firm launches nationwide avalanche of "Pepsi, please" radio spots following successful tests in San Diego and Muncie 31

TV BILLINGS GO UP AND UP

First half of 1956 sees national advertising expenditure of $440 million for tv spot ($205.8 million) and tv network ($234.5 million) 33

200 Top National Advertisers on Tv, Jan.-June 34

200 Top Tv Spot Clients, April-June 36

200 Top Tv Spot Clients, Jan.-June 39

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Pattern for watching television varies by geographic region as well as by season, James Seiler, director, American Research Bureau, reports 48

FORD IS SHOW SHOPPING

Motor maker is looking for new tv series that will combine company prestige with hard sell for cars 50

LOEW'S BUYS 25% OF KTTV (TV)

Pays $1,625,000 for quarter interest in Los Angeles independent tv station; concludes $4 million leasing arrangement with KTTV (TV) for MGM library 58

JULY'S TOP TV FILMS

B•T's monthly report on audiences for syndicated tv film programs in 10 representative markets, as prepared by ARB 62

ONE DOWN—ONE TO GO

Leaving Chicago after tough week covering the Democratic convention, tv-radio men and equipment shuttle to San Francisco for GOP convention, starting today 67

NARTB 'PUNITIVE' POWER DECRIED

NAFBRAT manual urges abandonment of code enforcement provisions as "illegal censorship," points out that they have never been used 78

MORE QUESTIONS FOR TV NETWORK

House Antitrust Subcommittee, preparing for tv hearings to start next month in New York, sends still another questionnaire to CBS and NBC .. 84

NETWORKS JOIN FTC-SPONSOR ROW

Promise legal support to advertisers facing FTC action as result of use of in-store promotions of o&o stations 89

NBC'S COLOR EXPANSION

Bulk of new color facilities, on which network has expended $12 million in the past year, are ready to go into service this fall 90

'PROJECT INFORMATION'

Peters, Griffin, Woodward launches $100,000-plus operation to keep advertisers and agencies fully informed about markets served by stations P,G,W represents 93

departments

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Broadcasting Publications Inc.
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BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Broadcasting • Telecasting Bldg.
1735 De Sales St., N. W., Washington 6, D. C.
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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new adresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired n 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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In

FIRST PLACE AGAIN

KTLA *in Los Angeles*

tops

all other stations

in

Daytime Programming

2:00 – 6:00 p.m.

Monday through Friday

KTLA	2.8
Station B (Network)	2.7
Station C (Network)	1.8
Station D	1.6
Station E (Network)	1.2
Station F	.7
Station G	.5

(July ARB)

KTLA

CHANNEL 5 LOS ANGELES

5800 Sunset Boulevard
Hollywood 28, California

Represented Nationally by
Paul H. Raymer Company

#1 TV SYNDICATED

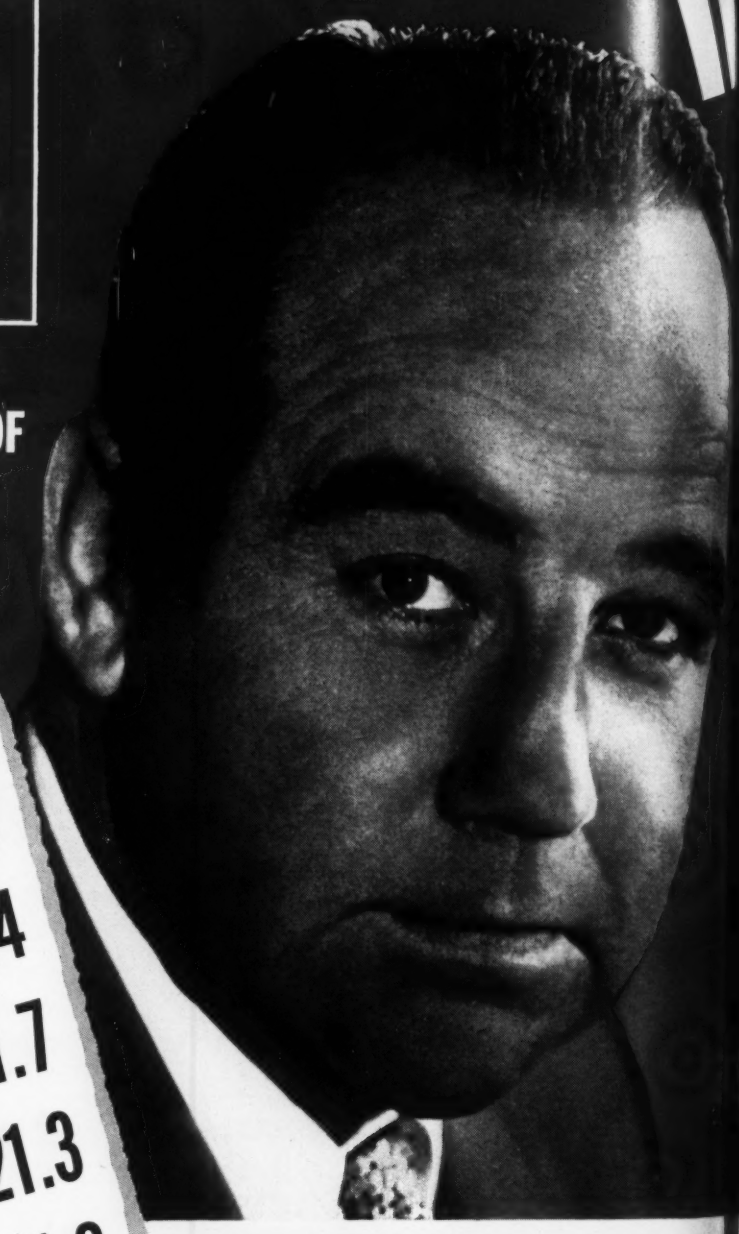
Selected By All-Industry Vote

#1 Best Syndicated Film Series!

#1 Best Adventure Series!

#1 Best Actor in Syndicated TV Film!

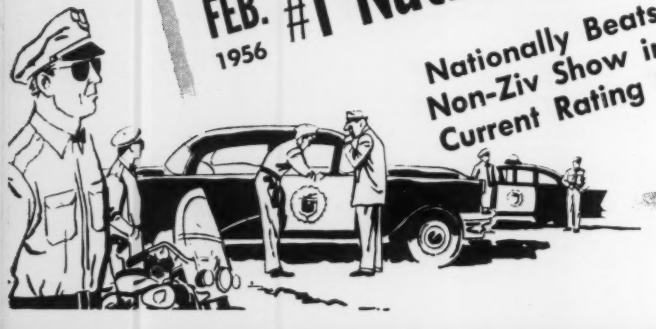
Billboard's 4th Annual TV Program & Talent Awards



HERE'S UNQUESTIONABLE PROOF FROM LATEST PULSE REPORTS COVERING ALL TV SYNDICATED FILM PROGRAMS FOR FIVE STRAIGHT MONTHS!

JUNE 1956	#1 Nationally	Pulse Multi-Market Average	21.9
MAY 1956	#1 Nationally	Pulse Multi-Market Average	21.4
APR. 1956	#1 Nationally	Pulse Multi-Market Average	21.7
MAR. 1956	#1 Nationally	Pulse Multi-Market Average	21.3
FEB. 1956	#1 Nationally	Pulse Multi-Market Average	21.0

Nationally Beats Every Non-Ziv Show in Every Current Rating Service!



#1 IN MARKET AFTE

#1 SAN ANTONIO	36.4	#1 Scranton-Wilkes Barre	#1
#1 YORK, PA.	43.9	#1 NEW YORK	#1
#1 COLUMBUS, OHIO	42.1	#1 ROANOKE	#1
#1 DAYTON, OHIO	39.9	#1 CINCINNATI	#1
#1 DETROIT	34.2	#1 SPOKANE	#1
#1 SYRACUSE	28.0	#1 CLEVELAND	#1

39 ALL NEW PR

78 HALF-HOUR FILMS NO

FILM SHOW IN U.S.!

HIGHWAY PATROL"

Starring Academy Award Winner

BRODERICK CRAWFORD

as Head of the Highway Patrol!

MARKET!

#1 LOUISVILLE	37.3
#1 BUFFALO	26.0
#1 HARRISBURG	19.7
#1 BOSTON	29.6
#1 HONOLULU	39.1
#1 FRESNO	25.6

ARB, June, May, April, Mar., Feb., 1956

GRA S

VAILABLE

RENEWED BY SPONSOR AFTER SPONSOR

Never before on any show such a sensational record of renewals!

BALLANTINE BEER in 24 markets!
LION OIL in 10 markets!
PFEIFFER BREWING in 10 markets!
KROGER STORES in 6 markets!
WIEDEMANN BREWING in 4 markets!
HANDY ANDY INC., Supermarkets of San Antonio!
KGNC-TV Amarillo — **KOMU-TV** Columbia, Mo.
WFAA-TV Dallas — **KTTS-TV** Springfield
KARD-TV Wichita — **WTVP-TV** Decatur
WDSU-TV New Orleans

plus many more happy ZIV advertisers and stations!

NEW YORK
CHICAGO
CINCINNATI
HOLLYWOOD

ZIV Television

What* do you read regularly?

This spring a research firm** asked 4,584 radio, tv and advertising executives to check which of seven trade papers they read regularly. 90.4% checked Broadcasting • Telecasting!

* Radio-television tradepaper

** Erdos and Morgan; survey was "blind" with sponsorship undisclosed. 1,936 replies were received. Complete summary upon request to B•T.

I Heard It on Radio

EDITOR:

A letter in OPEN MIKE July 30 touched on a subject which is a personal pet peeve. Harry G. Bright of WETZ New Martinsville, W. Va., writes that he is disturbed by a television station in his area presenting its evening sports show by holding a newspaper in front of two announcers who proceed to give the day's sporting events.

The mountaineer couldn't have expressed it better. Too often, especially in the eastern third of the country, broadcasters and others, too, repeatedly give credit to newspapers, newspaper men, and in general the whole printing industry. Before I raise the wrath of those who present the written instead of spoken word, may I say there is a place for all means of communication . . .

Radio has its spontaneity, television its illustration and newspaper the lasting record. However, many radio and television newsmen cut their own throats by publicly admitting they rely on newspapers as a guiding light.

I am one of a two-member news staff at KFOR in Lincoln. We believe we take second place to no one when it comes to presenting news, first and on our own. In fact, our efforts were rewarded Aug. 1 with a new newsmobile to further our reporting.

Sure, we rely on the local newspapers for some things, and they listen to our newscasts, oftentimes hearing stories they don't have . . .

Being a West Virginian myself, I sympathize wholeheartedly with the manager of WETZ. I know the station he speaks of, and it impresses me as being the height of stupidity. The same station, on at least one occasion during my vacation this summer, demonstrated its news gathering ability by leading with stories that broke in local newspapers the preceding day and using, with credits, of course, photographs taken by the newspapers.

If broadcasters would realize the importance of their own capabilities, such as our organization in Lincoln, there would be more people saying, "I heard all about it on the radio."

Jim Whipkey, Newsman
KFOR Lincoln, Neb.

Where 'Bandstand' Belongs

EDITOR:

I refer to your August 6 IN REVIEW item concerning the *NBC Bandstand* program.

We love NBC-TV out here in Rochester, Minn., believe me, but frankly let's give credit where credit is due. *NBC Bandstand* is not—as you say—*also* on NBC Radio. *NBC Bandstand* is NBC Radio for two hours each morning, Monday through Friday. The half-hour on tv, of course, is a simulcast of the radio show.

Just wanted you to have the facts.

Otherwise, I enjoy your magazine a great deal and would not be without it. Keep up the excellent coverage of radio-tv affairs.

Cal Smith, Sta. Mgr.
KROC Rochester, Minn.

Replies to Mr. Forsling

EDITOR:

Referring to Don Forsling's letter [OPEN MIKE, Aug. 6].

So the music and news boys are on the way out! Evidently, Mr. Forsling is still waiting for the goose to lay the golden egg and if he waits long enough, and lives long enough—perhaps he'll find out how "wait broke the wagon."

Perhaps he has never heard of WIND's, WNEW's, WWDC's, WKDA's and the other "hot" music and news operations and the story they have to tell versus network operations.

Wake up Mr. Forsling! This is 1957—not 1927!

Harvey L. Glascock, V.P. & Gen. Mgr.
WKDA Nashville, Tenn.

EDITOR:

Mr. Forsling's letter in B•T Aug. 6 points up a fallacy that has plagued station managers one way or another since the post-war expansion began. Teenagers, and others of similar mentality, provide the biggest response to any popular music programming and inexperienced station personnel feel that such group should be catered to almost exclusively. Then the more they're catered to, the bigger the response, and the vicious circle results in the degeneration of the station's music to the lowest common denominator. . . .

Many timebuyers have a practiced and superior smile which goes with their soft-voiced statement that "ratings aren't everything." But when a buyer knows that a rep of the common-denominator station will go over his head to the account executive and client to protest an adverse decision (with top ratings it would be a sorry rep who wouldn't) and he has nothing but his own intangible judgement with which to defend his decision against the concrete story of ratings; then the first law of life, self preservation, takes precedence over pride in a job well done. . . .

. . . Perhaps it would actually be in the best interest of those who broadcast in the public interest, convenience, etc., for the FCC to promulgate some more definite policy regarding program balance. In the meantime, perhaps it would be well to formulate a music formula of our own and go prospecting for a rundown, low priced independent in a market which appears ready to have its lowest common denominator exploited with low music and high ratings.

Neil Terrell, Gen. Mgr.
WBSC Bennettsville, S. C.

[EDITOR'S NOTE: Don D. Forsling, promotion director of KSCJ Sioux City, Iowa, in his letter to B•T, warned the music-and-news station operators that "your day is fast drawing to a close," and that "as soon as the novelty wears off" the "fickle listeners" will turn to the old-style stations with "balanced programming," who will "just sit here and scoop them up—and then we'll keep them."]

Thrilled

EDITOR:

I do want you to know how thrilled I was about the article you did on me in B•T [ON ALL ACCOUNTS, Aug. 6]. I received more comments about it than I would have believed humanly possible.

Norman Baer, Dir., Radio & Tv
Lewin, Williams & Saylor, New York

Pen Pals Wanted

EDITOR:

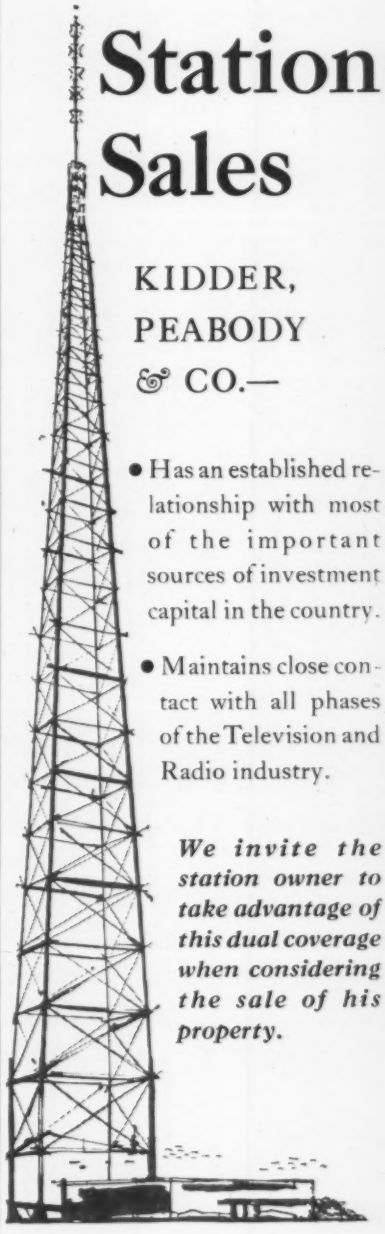
This is to express my appreciation of your fine magazine. Even here in "Down Under" Australia, those of us fortunate enough to obtain copies of B•T look forward to them.

Our system differs slightly from the setup in the U. S. A. as we of commercial radio have the competition of the national stations, which are government run, and minus commercials. To be able to obtain fresh ideas and angles on the game from America is of course a truly great advantage . . .

If any of your readers would care to correspond with a young Sydney city announcer on Australia Radio/Tv, I would be pleased . . .

Max C. Ambrose
2SM Sydney, Australia
Box 4092 G. P. O.

Station Sales



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- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

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BOOKS

COMPETITIVE PRESSURE AND DEMOCRATIC CONSENT, by Morris Janowitz and Dwaine Marvick. Bureau of Government, Institute of Public Administration, U. of Michigan, Ann Arbor, Mich. 122 p. $2.75.

BROADCASTERS probably will find the authors' discussion of the effects of mass media on the electorate the most interesting part of this interpretation of the 1952 presidential election, although the whole treatise on the pressures exerted on the voters by the political parties and other forces should be of interest to anyone with an interest in our nation's political organization and electoral machinery. One word of warning: the authors' fondness for the trade jargon of practicing sociologists makes the going unduly hard for the lay reader.

MODERN ADVERTISING, PRACTICES AND PRINCIPLES, by Harry Walker Hepner. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 740 pp. $6.75.

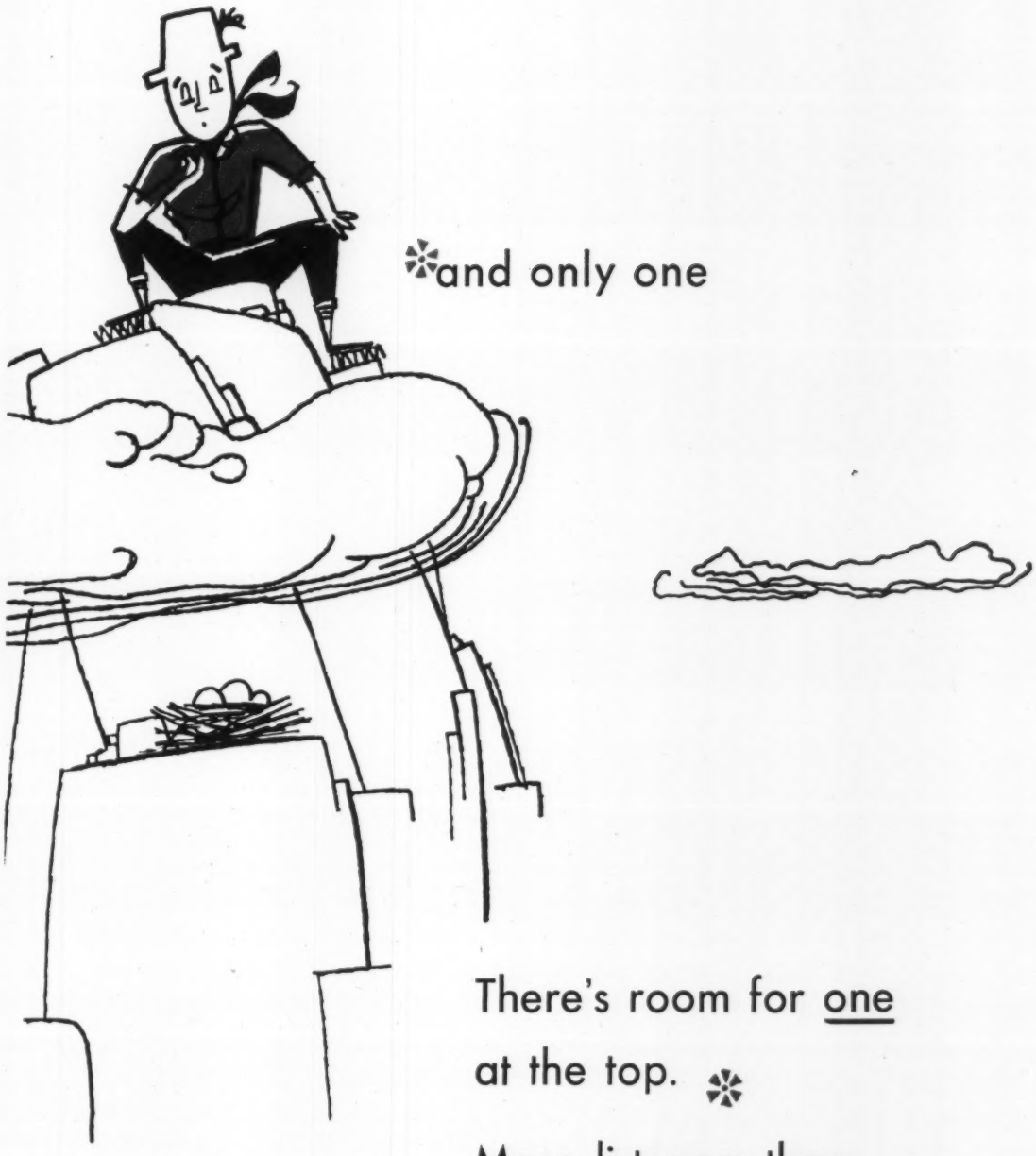
PROFESSOR of business administration at Syracuse U. and consultant in consumer relations, Dr. Hepner has reorganized and rewritten his advertising textbook to make it a companion to his *Modern Marketing*. The emphasis is still on printed media, however; television and radio are given a joint chapter in the media section; otherwise, there are six references to tv in the volume's index and one to radio. The chapter on color advertising fails even to mention tv; the section on the advertisement (and even the chapter on words and headlines) concentrates on advertising in print, with nothing on how to prepare advertising for use on the air.

AMPLITUDE MODULATION, by Alexander Schure. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 64 pp. Paperbound. $1.25.

THIS BOOK, the author says in his preface, "deals with the process by which the original signals (of speech, music, code, etc.) are changed to radio frequencies. More specifically, the text treats the modulation process wherein the *amplitude* of the carrier wave is varied as a function of the instantaneous value of another wave called the modulating wave." The basic principles of amplitude modulation and the more important methods used to accomplish it are explained in an essentially nonmathematical manner.

Tv Boosts Book's Sales

IF Johnny can't read, don't blame tv. According to Random House, publishers of the $1 edition of *The Adventures of Robin Hood*, sales have skyrocketed ever since the legendary hero of Sherwood Forest, Maid Marian in hand, swung from the trees into living rooms throughout the country, courtesy Wildroot Co. and Johnson & Johnson on CBS-TV (through BBDO and Young & Rubicam). In fact, says Random House, *Robin Hood* has even outsold RH's best juvenile seller, *Black Beauty*. Statistically, *Robin Hood* sold 48,471 copies in 1954, and following *Robin Hood's* debut on tv last year, sales jumped to 70,227. In the first five months of 1956, Random House said, sales "more than doubled" those for the comparable period of 1955, adding that this time of the year is "usually" the slowest in juvenile book sales.



✻and only one

There's room for <u>one</u>
at the top. ✻

More listeners than
any other Baltimore
radio station.

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

50

A great cast of almost 50 in THE NATIONAL BARN DANCE, the granddaddy of all folk music entertainment! It's the same show, the same stars that've pulled top radio ratings for 32 years! Now the series of 26 half-hour pictures is available for the first time on TV.

Write for further information about THE NATIONAL BARN DANCE, a sample reel of TV commercials, information about "Camtronic," the cost-cutting method of filming.

FA N

FRED A. NILES Productions, Inc.
Films for theatre, TV & industry
22 W. HUBBARD ST., CHICAGO 10
In Hollywood: 1040 N. Las Palmas Ave.

our respects

to MELVIN EDWARD WILLIAMSON

WHEN and if Lt. Col. Melvin Edward Williamson decides to return to civilian life, he has 35 years experience in communications—with uncounted outstanding personal accomplishments—to recommend him for a top industry job. Those 35 years include service as an actor, director, producer, writer, announcer, station manager, publicity director and teacher.

Col. Williamson was called back to active duty for "90 days" in May 1951 and has seen those 90 days stretch into over five years. Since February 1954, he has been head of the radio-tv branch, Office of Armed Forces Information & Education, Dept. of Defense. His office formulates the policies and programs for the far-flung Armed Forces Radio & Television Service, consisting of 157 radio and 19 tv stations in all parts of the world.

Born in Memphis, Tenn., March 8, 1900, young Mel was graduated from Conray (Tex.) High School. His first military service came soon afterward when he joined the Air Service of the U. S. Army and was a member of the 1919 March Field (California) cadet class, receiving his discharge at Kelley Field, Tex.

Staying in Texas, Mr. Williamson in 1922 became manager of the U. of Texas' KUT Austin and at the same time attended the university, majoring in journalism. His final year at Austin, 1927, he added reporting duties for the *Austin American Statesman*.

For the next two years, Mr. Williamson free-lanced in Los Angeles and Hollywood, but returned to Texas in 1929 as program manager-publicity director of KABC San Antonio, where he remained until 1931. In the following years, through 1936, he served as manager of KWWG Brownsville, Tex., program director of KFUL Galveston, Tex., and in various capacities with KHJ Los Angeles, KMPC Beverly Hills, Calif., and KMTR Hollywood.

His next move was into the advertising agency field, when he joined Hixson-O'Donnell on the West Coast in 1936 as radio director. In 1940, he switched to Russel M. Seeds Co. as producer-director.

The Army Air Corps required his talents again in 1942 and when released from active duty in 1944 as a major he was in the War Dept. Bureau of Public Relations, radio branch.

Following his second service stint, Mr. Williamson helped establish west coast offices for Lennen & Mitchell and, the following year, for Geyer, Cornell & Newell. In 1946, he became radio director of Raymond R. Morgan Co. The year 1950 found him with Mike Stokey Tv Productions, Hollywood, where he was executive producer of Ginny Simms' program on KTTV (TV) Los Angeles and the network *Pantomime Quiz*.

Early in his career, Mr. Williamson found time to act in and help direct several motion pictures, the best known of which was "Wings," starring Richard Arlen, Gary Cooper and Clara Bow. Network radio and television programs he has produced, directed or otherwise worked on, include *The Nebbs, Pickard Family, You're in the Act,* Andrews Sisters, David Rose and Curt Massey, among others. He also gained a reputation as a booster of sagging ratings on the *Red Skelton Show* (1941-42) and *Calling All Cars* (now called *Dragnet*).

In 1949, Col. Williamson compiled "Horizons Unlimited," a survey, study and recommendations of the possible uses of television by the Armed Forces. Gen. Hoyt Vandenberg saw a copy and gave an order to "get the man who wrote this" in 1951 to bring it up to date. Hence, the colonel's extended "90-day tour."

From talking to Col. Williamson, it is easy to determine that the AFRTS is providing a needed service for our Armed Forces in isolated posts. It also is easy to understand why he had remained on active duty instead of accepting any of the much higher paying jobs that could be his in civilian life. "Maybe I'm a screwball, but I feel that anything that can bring as much satisfaction as tv can to personnel and their families in isolated bases is worth a small sacrifice by me to help promote and increase this program," he said.

Col. Williamson's stand is well substantiated by these same personnel in the isolated areas he mentioned. Of 12 recent reenlistments at Loring Air Force Base, Maine (which is snowed-in many months of the year), seven attributed their reenlistment to the base's AFRTS tv station. As one of them put it: "My family would be lost without tv. That's an understatement; I might lose my family."

Despite almost unanimous opinion of industry representatives that a filmed network of the type Col. Williamson had planned would not work, he has proven in the last 18 months that it *could* and *does* work.

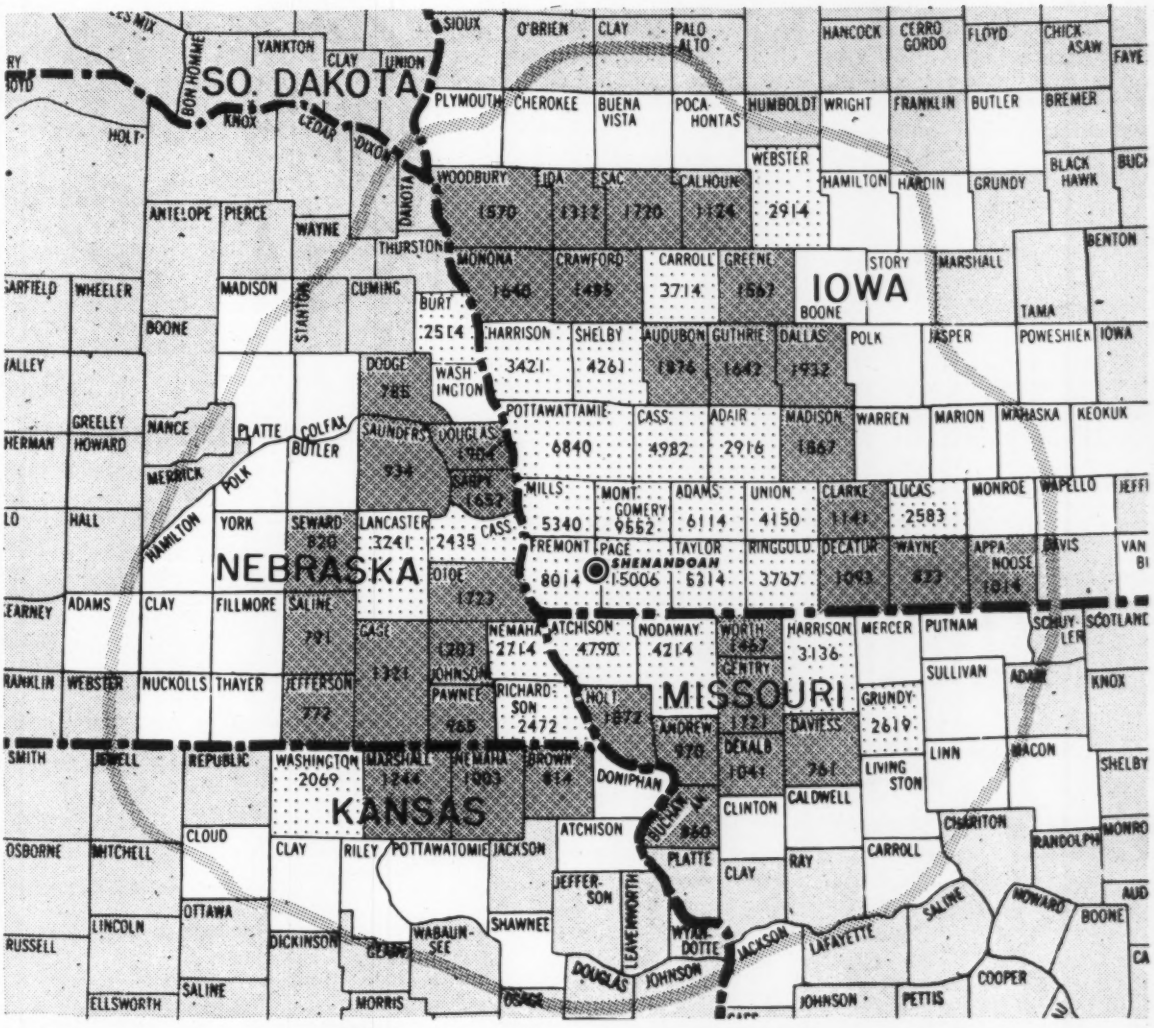
Col. Williamson's biggest problem is keeping the tv stations supplied with filmed programming. A bottleneck, which hasn't asserted itself as yet, is what could be done to keep a station on the air if a plane goes down carrying a load of film. "That is the subject of my favorite nightmare," he says.

In one of his early forays to the West Coast, Mr. Williamson married Lorna Ladd, then with the *California Broadcaster* (an early industry newspaper). They have a married daughter and make their home in Arlington, Va. He is a member of Sigma Delta Chi, University Club of Los Angeles, Army-Navy Club and the Institute of the Aeronautical Sciences. The colonel's hobbies are color photography and fencing, as a participant and instructor.

KMA MAIL Response -- 1955

206,352 Pieces of Mail Demand Sales Action (and they get it!)

Commercial Orders, Contest Entries, Requests for Literature, Etc., Received by KMA from Listeners During 1955



Over 2,000 Pieces of Mail — 750 to 2,000 — 250 - 750 — Up to 250

(Figures in black show mail count from major counties in KMA land)

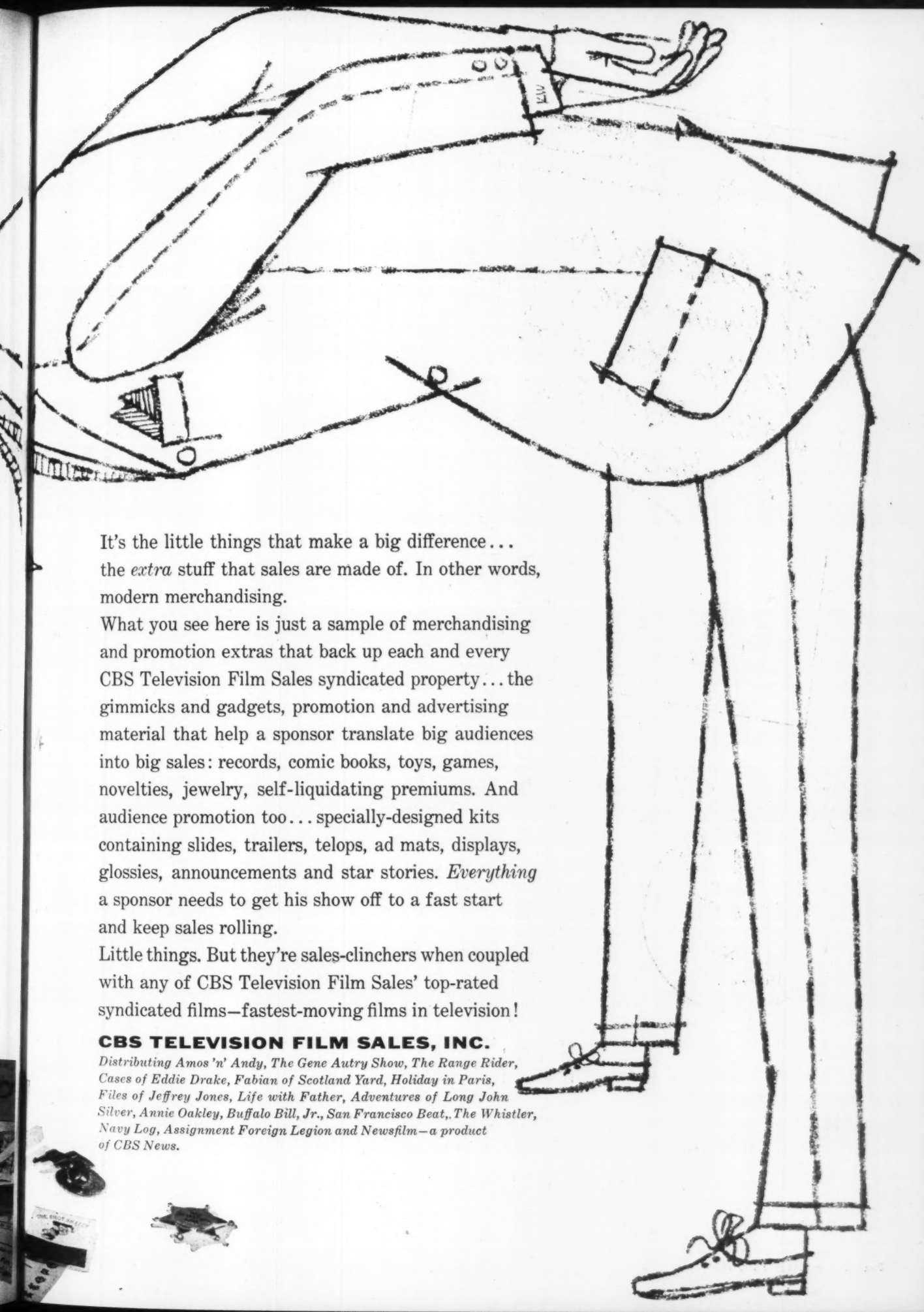
KMA ½ MV Daytime Contour

"Serving the Mid-west since 1925"

"THE HEARTBEAT OF THE CORN COUNTRY"
KMA 5000 WATTS · 960 KC
SHENANDOAH, IOWA
Represented by Edward Petry & Co., Inc.

Bigger than the 13th Market

WHAT'S THE GIMMICK?
RANGE RIDER
RANGE RIDER AND DICK WEEN



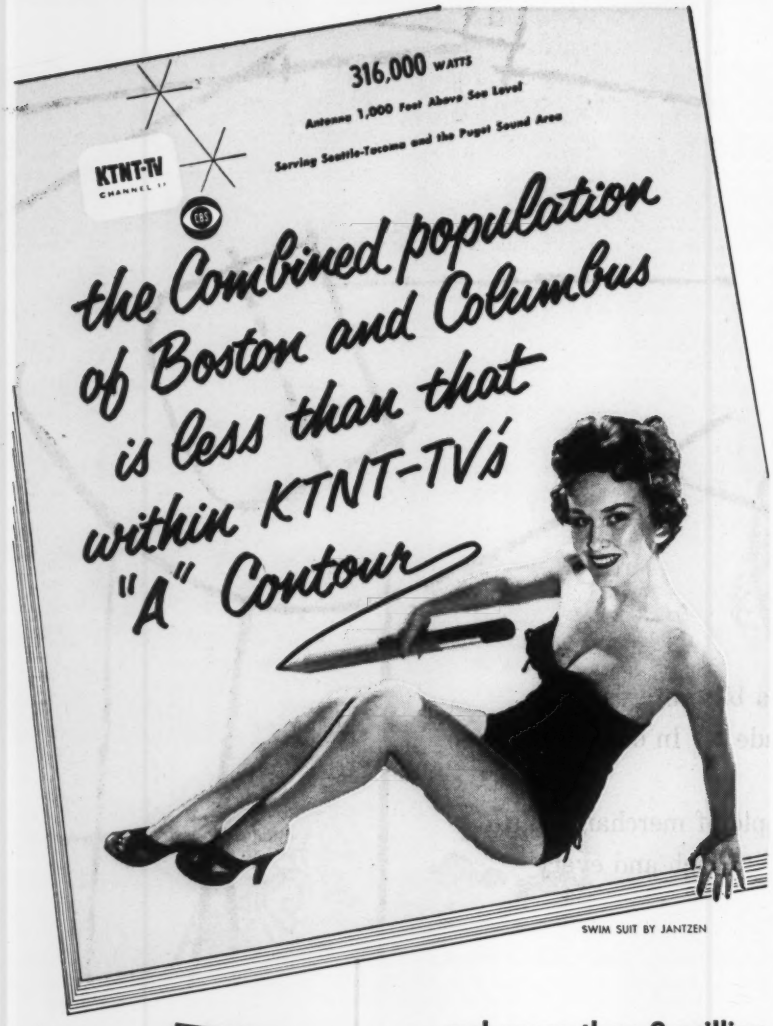
It's the little things that make a big difference... the *extra* stuff that sales are made of. In other words, modern merchandising.

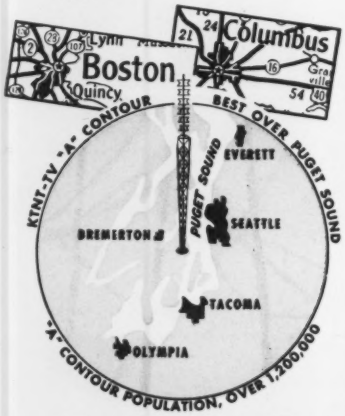
What you see here is just a sample of merchandising and promotion extras that back up each and every CBS Television Film Sales syndicated property... the gimmicks and gadgets, promotion and advertising material that help a sponsor translate big audiences into big sales: records, comic books, toys, games, novelties, jewelry, self-liquidating premiums. And audience promotion too... specially-designed kits containing slides, trailers, telops, ad mats, displays, glossies, announcements and star stories. *Everything* a sponsor needs to get his show off to a fast start and keep sales rolling.

Little things. But they're sales-clinchers when coupled with any of CBS Television Film Sales' top-rated syndicated films—fastest-moving films in television!

CBS TELEVISION FILM SALES, INC.

Distributing Amos 'n' Andy, The Gene Autry Show, The Range Rider, Cases of Eddie Drake, Fabian of Scotland Yard, Holiday in Paris, Files of Jeffrey Jones, Life with Father, Adventures of Long John Silver, Annie Oakley, Buffalo Bill, Jr., San Francisco Beat,. The Whistler, Navy Log, Assignment Foreign Legion and Newsfilm—a product of CBS News.


316,000 WATTS
Antenna 1,000 Feet Above Sea Level
Serving Seattle-Tacoma and the Puget Sound Area
KTNT-TV
CHANNEL 11
CBS
the Combined population of Boston and Columbus is less than that within KTNT-TV's "A" Contour
SWIM SUIT BY JANTZEN



This area contains OVER HALF the population of Washington State and it accounts for OVER HALF the retail sales of the state.

. . . and more than 2 million people live in the ENTIRE area covered by KTNT-TV

. . . and what's more —

Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- **Seattle**
- **Tacoma**
- **Everett**
- **Bremerton**
- **Olympia**

KTNT TV CBS

CHANNEL ELEVEN BASIC

CBS Television for Seattle, Tacoma, and the Puget Sound Area

316,000 WATTS

Antenna height, 1000 ft. above sea level

Represented nationally by **WEED TELEVISION**

— IN THE PUBLIC INTEREST —

NARTB Booklet Describes Get-Out-the-Vote Campaign

RESULTS of a test campaign to stimulate vote registration are described in a pamphlet, "Let's Vote, Neighbor," published by NARTB. The test was part of the 1956 project being conducted by American Heritage Campaign. Broadcasters in Davenport, Iowa, and NARTB joined in a week-long test credited with bringing in 2,267 registrations, about 2,000 more than could normally be expected.

Every radio and tv station in the nation is receiving the pamphlet, according to Joseph M. Sitrick, NARTB publicity-information director. It contains program and promotion ideas for broadcast use as developed in the 1952 presidential campaign when radio and tv were given much of the credit for the record vote. Cooperating in the 1956 move are 133 organizations that have pledged support.

WSTC's Studios Rate With Local Politicans

WSTC Stamford, Conn., has offered the Republican Town Committee the use of its air-conditioned studios as a meeting place. Members were having difficulty finding a room that wasn't hot and stuffy. Just to show that no political favor is intended, the Town Democratic Committee also was included in the offer.

WCBS-TV Donates $1 Million in Time

WCBS-TV New York estimates that in the three-month period of April-May-June, its public service programming had a net worth of $1,145,315—the first time WCBS-TV public service programming worth had surpassed $1 million in a three-month period. According to Clarence Worden, WCBS-TV public affairs director, the station aired 1,519 public service spot announcements in that period, worth $650,084. Additionally, the station broadcast 324 public service programs (covering 86 hours, 45 minutes of air time) at a rate-card "cost" of $495,231. Cost figures, Mr. Worden said, covered both time and production.

WFBR Locates Vacationer

CRUISING the Chesapeake, W. O. Hallmark, Chesapeake & Potomac Telephone official, was cut off from the world when his father died. Unable to reach the ship, since it carried no telephone facilities and the radio was turned off, WFBR Baltimore aired announcements. Three and a half hours and five newscasts later, when the vacationer put into the Baltimore Yacht Club to pick up provisions, he heard the news. WFBR has been commended by the family.

He Makes the Trip

WACO Waco, Tex., and one of its sponsors, 7-11 Corp. (food stores), brought some happiness into the misfortune of an 11-year-old Waco boy. Willard Clifton was struck in the eye with a small piece of metal while working on his soap box racer to enter in the local trials for the national Soap Box Derby at Akron, Ohio.

The injury cost Willard the loss of sight in that eye and his chances of winning the trip to Akron. Hearing of his plight, WACO and 7-11, which sponsored the July 4 qualification races on that station, awarded Willard and his father an all-expenses paid trip to the Aug. 12 Soap Box Derby.

THE RAY THAT PENETRATES THE MIDDLE STATES FOR BLACKBURN-HAMILTON CO.

RAY V. HAMILTON

Ray V. Hamilton shares the hyphen with James W. Blackburn in the partnership, formed ten years ago, that has produced the nation's preeminent broadcasting, telecasting and newspaper brokerage house.

Ray Hamilton spent seven years with the old St. Louis Star-Times in his post-college days and, pursuant to that training, created and became general manager of radio operations of KXOK, St. Louis. He has been, betimes, an account executive for the National Broadcasting Company-Blue Network, during World War II was Western Regional Director for the U. S. Department of State, and following the war he was Executive Vice President of Associated Broadcasters, Inc., San Francisco, operating KSFO, KWID and KWIX.

Ray, like his colleagues in the Blackburn-Hamilton Company, is experienced and informed in negotiating, financing and appraising broadcasting properties. Reach him through his Chicago office in the Tribune Tower. His territory: the middle states, from the Great Lakes to the Gulf.

NATIONWIDE, PERSONALIZED SERVICE

BLACKBURN-HAMILTON COMPANY

• NEGOTIATIONS • FINANCING • APPRAISALS

• RADIO • TELEVISION • NEWSPAPER

B H

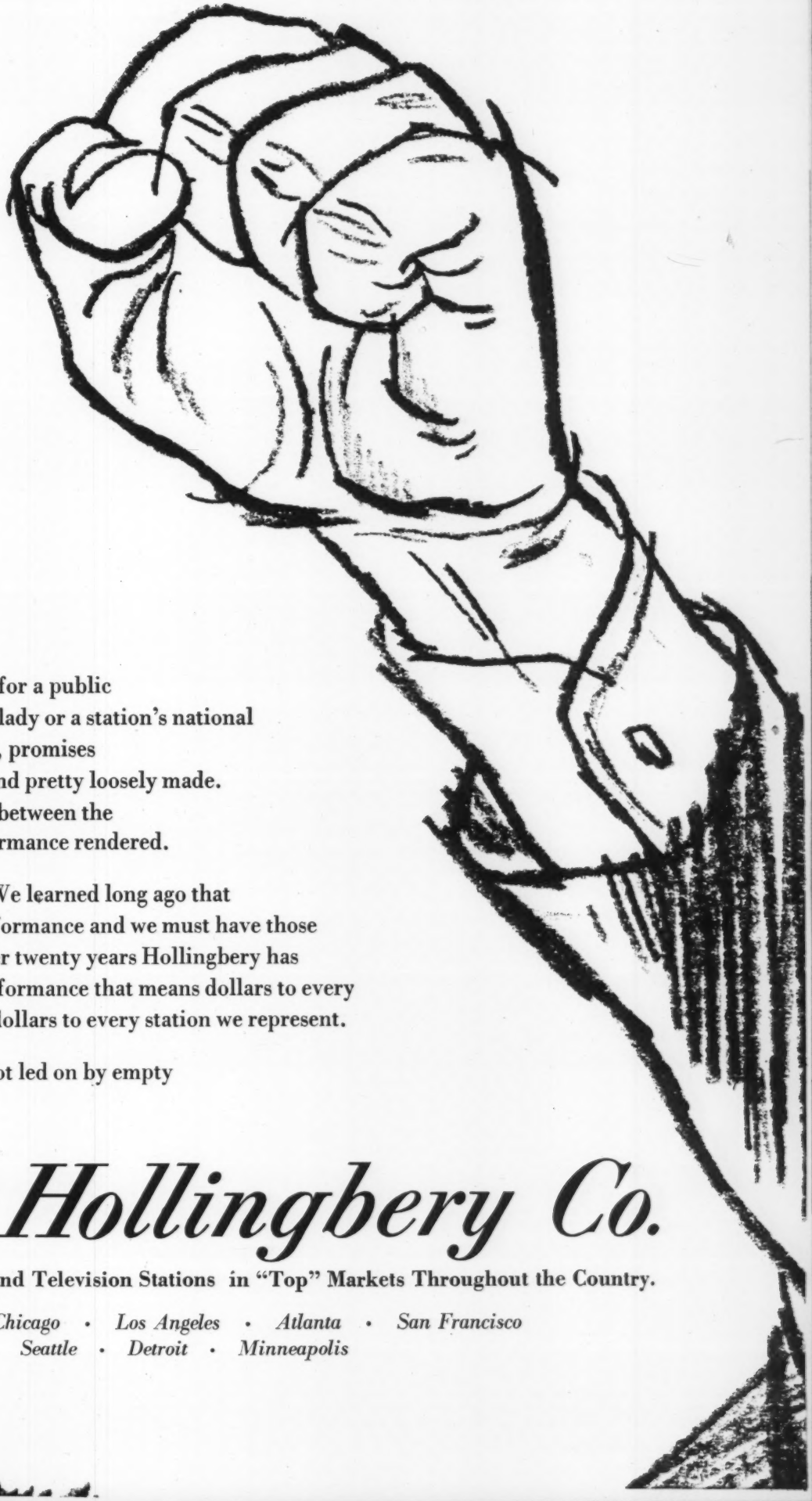
WASHINGTON, D. C.
JAMES W. BLACKBURN
JACK V. HARVEY
WASHINGTON BLDG.
STERLING 3-4341-2

CHICAGO
RAY V. HAMILTON
TRIBUNE TOWER
DELAWARE 7-2755-6

ATLANTA
CLIFFORD B. MARSHALL
HEALEY BLDG.
JACKSON 5-1576-7

SAN FRANCISCO
WILLIAM T. STUBBLEFIELD
W. R. TWINING
111 SUTTER ST.
EXBROOK 2-3671-2

No campaign promises!



Whether the "campaign" be for a public office—for the hand of a fair lady or a station's national sales representation contract, promises are apt to be pretty general and pretty loosely made. There is apt to be a wide gap between the promises made and the performance rendered.

Not so with Hollingbery. We learned long ago that commissions are paid on performance and we must have those commissions to exist. For over twenty years Hollingbery has "lived" on performance. Performance that means dollars to every Hollingbery station—profit dollars to every station we represent.

Hollingbery stations are not led on by empty "campaign promises".

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country.

New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis

U. of M. Football exclusively on WSAM

NO INTERFERENCE

SAGINAW

FOOTBALL FANS ARE TUNED TO WSAM EVERY SATURDAY FOR

U. of M. FOOTBALL

University of Michigan football and WSAM . . . a sure-fire sales combination for Saginaw advertisers! You get a big, wonderful, receptive, and exclusive audience . . . at the lowest possible cost per 1000.

SAVE up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

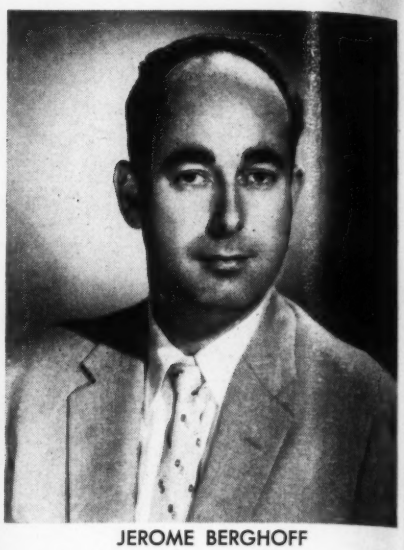
BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WSAM SAGINAW MICHIGAN

Fred A. Knorr, Pres.
Vincent Picard, Mg. Director
Represented by HEADLEY-REED

The Community Stations

KNORR BROADCASTING CORP.



JEROME BERGHOFF

on all accounts

"TO BE effective, radio and television advertising must be local. The customer must be told exactly where he can find the product you are selling and he must expect to find it at the local dealer when he goes there to buy it."

This is how Jerry Berghoff, president and media director of Berghoff Assoc., Los Angeles, explains that advertising is not successful until it sells and why it can't sell until the prospective customer and the product are brought together. This is why his agency also places considerable cooperative advertising dollars in local radio-tv in many markets in addition to the usual national purchases. "We have more success helping the dealer directly than by just advertising indirectly," he says.

The agency's client list includes Baby Line Furniture Co., Los Angeles, which has a radio-tv spot campaign underway; Pride Products Co., Burbank, Calif., soon to embark on a major market radio-tv drive; Strolee of California, Los Angeles, which now is expanding its major market saturation radio-tv spot campaign; Southwest Steel Rolling Mills, Los Angeles; Aladdin Plastics Co., Los Angeles, and over 30 other national manufacturing accounts.

Born March 11, 1928, Jerome (Jerry) Berghoff grew up in the shadow of his father Joseph's widely-known printing firm in Detroit. But the printer's ink in his blood is well-mixed with electrons. At the U. of Washington he announced college programs on KIRO and KJR Seattle. Inclined toward an acting career and encouraged by summer stock theatre experience, he transferred to Los Angeles City College and earned his degree in theatre arts in 1950. Meanwhile, he worked and acted at night on KABC-TV Los Angeles and wrote for other local tv shows.

After leaving college, he began working for his father's Los Angeles agency as account executive and in charge of radio-tv timebuying and production. It was then he learned the pasture is much greener on the business side of the camera and mike. Eventually becoming executive vice president and media director of Berghoff Assoc., he advanced to president last fall following the death of his father.

Mr. Berghoff married Diane Seigel of Los Angeles in 1951. They have built a new home in the Brentwood Riviera section just west of Beverly Hills which they share with their two boys, Edward Mark, 4, and Daniel Brian, 1.

Active in community affairs such as B'nai B'rith and the Brentwood Little Theatre, as a hobby Mr. Berghoff still enjoys directing amateur plays.

Blind businesswoman operates switchboard

Bessie Sawyer of Orange, California, blind since birth, cheerfully operates her Telephone Answering Service business with the aid of this Braille switchboard. The switchboard can serve as many as 70 subscribers and was made expressly for her by Western Electric at the request of her local Bell telephone company.

How does it work? When a call comes in, a buzzer sounds – and a small plug pops up on the panel at her left. With a sweep of her hand she locates it, "reads" the Braille symbol just above it to identify the number, then completes the connection by matching this number with the proper symbol on the switchboard. Other means for aiding blind switchboard attendants are also under development.

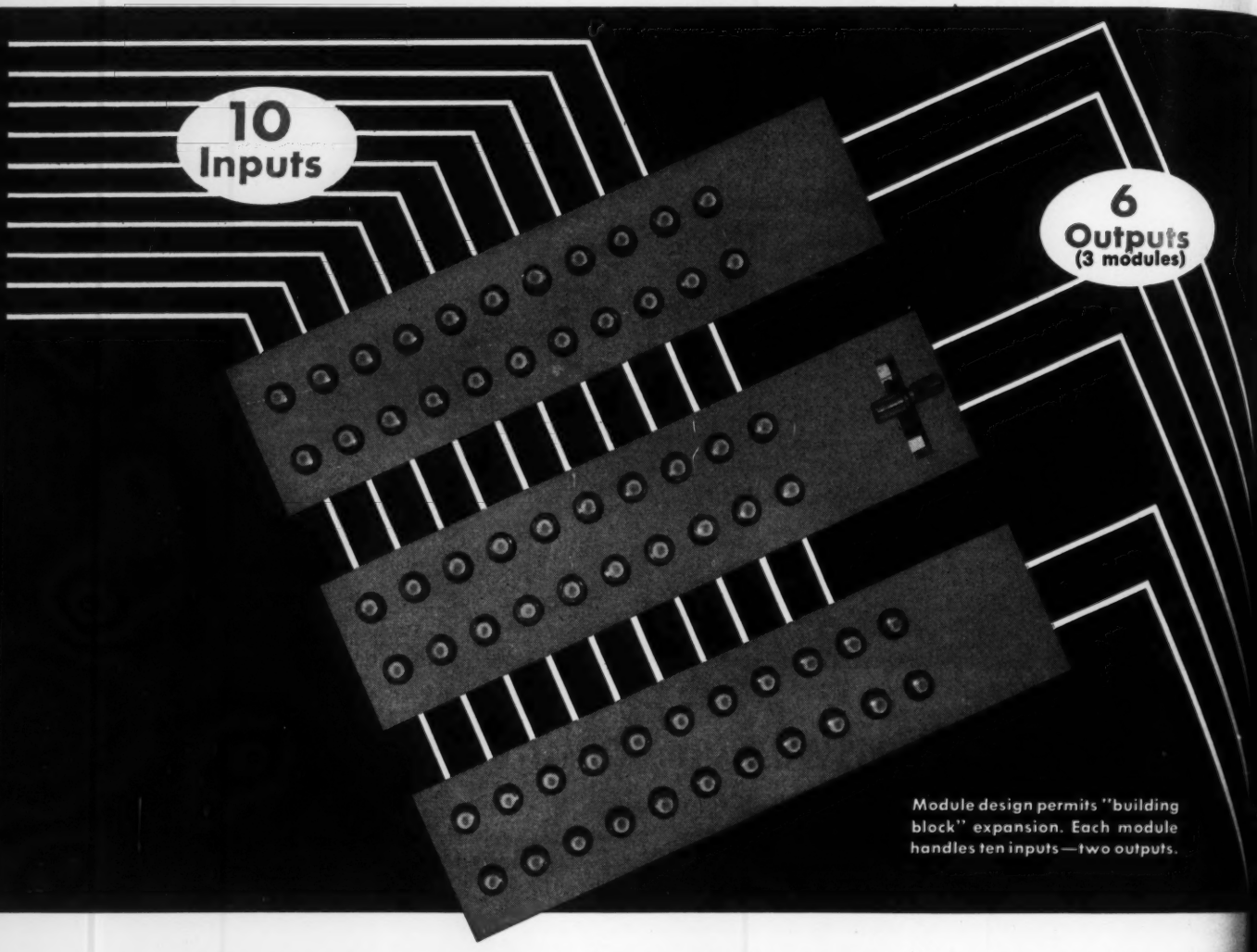
This special switchboard for Miss Sawyer is one of a number we've made and, of course, represents only a tiny fraction of the telephone equipment we make as the manufacturing and supply unit of the Bell System.

But it serves to illustrate the way we—as part of the Bell System – will undertake to provide your Bell telephone company with anything it may need to serve its customers – whether what's required is one-of-a-kind or one-*million*-of-a-kind.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

Now! Remote Switching of
COLOR OR MONOCHROME...



Module design permits "building block" expansion. Each module handles ten inputs—two outputs.

CineScanner—Superior for Monochrome . . . and Color!

★ **Designed for studio/master control applications—Low voltage D.C. relays eliminate costly video cabling.**

★ **Effects substantial savings on video processing equipment costs—as little as one-tenth the equipment required in some cases.**

★ **Control panel and switching chassis designed to fit various station layouts — provides utmost flexibility in station design.**

★ **Switching chassis designed for standard rack installation—minimum rack space required.**

★ **Module design (10 inputs x 2 outputs) permits ease of expansion.**

★ **Permits multiple control points.**

★ **Built-in tally lights and order wire circuits—auxiliary contacts for program audio.**

PHILCO
Famous for
QUALITY
the World Over

PHILCO CORPORATION

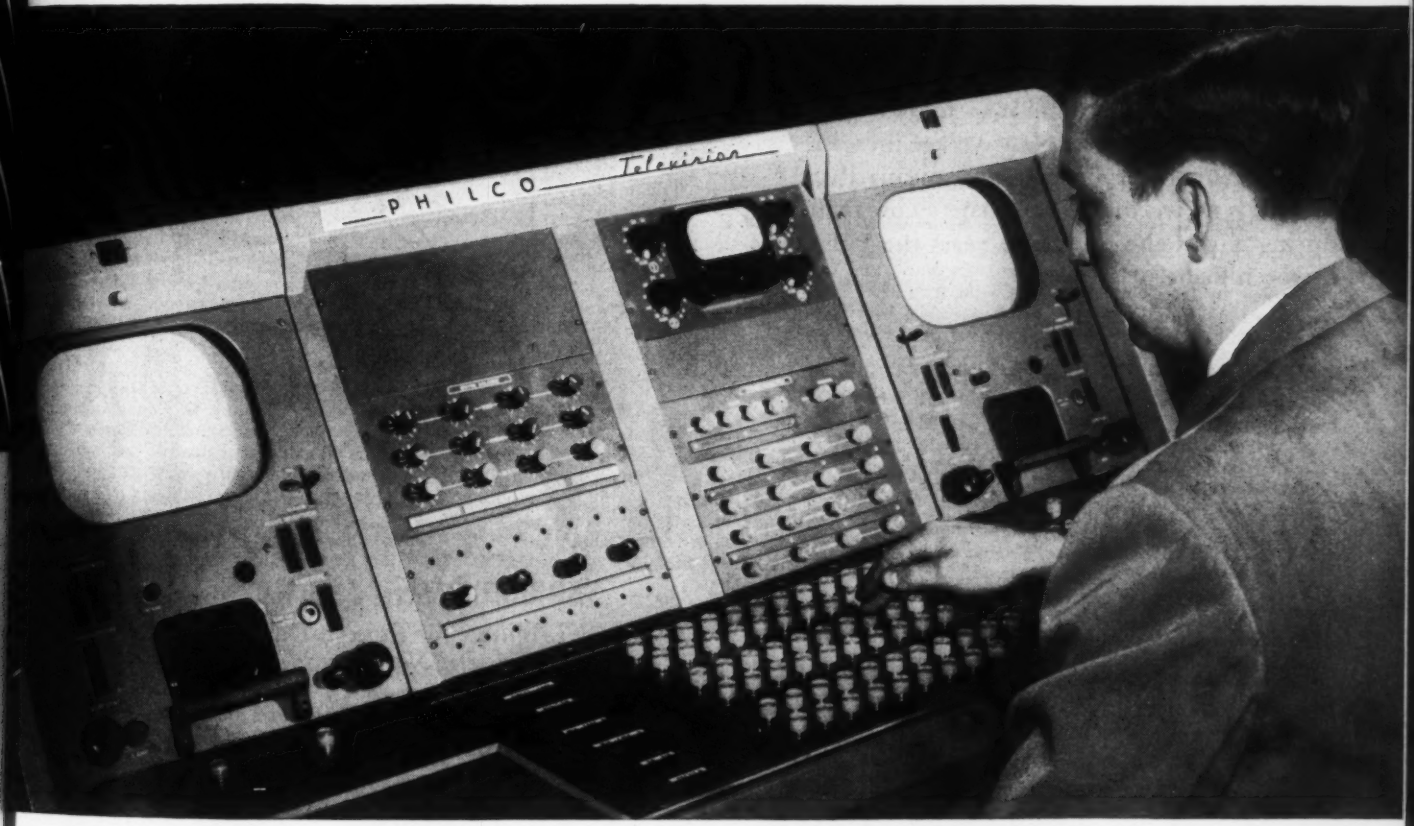
Any TV Program Source
..COMPOSITE OR NON-COMPOSITE

HERE is a compact, versatile TV switch that can be interconnected anywhere in your TV broadcast system. It will handle "simultaneous" (RGB), encoded color and monochrome—composite or non-composite . . . by remote control! This feature alone means big savings in encoding and distribution equipment.

But, this is only one of many important advantages. For example, by use of special color-coded patch plugs, video control of film, slide or live source can be transferred from studio to master control or to transmitter room *in a matter of seconds*. Studio and master control switching functions can be accomplished by a single switching chassis at the console or in a relay rack. In addition, the system will control wipes, splits, fades, dissolves and other special effects.

Get full technical data on this newest addition to Philco CineScanner Color Equipment. Write Philco, Dept. BT today.

New TV Switching System proves "simultaneous" switching practical and desirable



GOVERNMENT AND INDUSTRIAL DIVISION

PHILADELPHIA 44 PENNSYLVANIA

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

PULSE Says WPTF has

Double the LISTENERS of its Nearest Competitor

Here's the 1956 Area Pulse covering 32 North Carolina counties. WPTF leads during every quarter-hour . . . with well over twice the audience of a regional network and six to seven times the average audience of any other station.

WPTF's average share of audience inched up from an even 36% in 1955 to 36.7% in 1956. This, coupled with an average increase of 10% in homes using radio, means that WPTF is delivering more listeners now than during any of the past three years the Pulse has been made.

SHARE OF AUDIENCE

Leading Stations—Monday thru Friday

Stations	6AM-12N	12N-6PM	6PM-12Mid.
WPTF	35	35	40
Regional Network	14	12	11
Station "A"	5	6	6
Station "B"	6	4	5
Misc. (58 stns.)	40	43	38
Homes Using Radio	25.2%	27.0%	26.6%

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

WPTF NCS COVERAGE MAP

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

*MARKET DATA**

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING TELECASTING

August 20, 1956 Vol. 51, No. 8

PEPSI-COLA HITS WITH SPOT

Novel radio campaign produces fabulous sales gains for Pepsi in two test cities, will be expanded nationwide.

Saturation commercials are built from recorded voices of listeners who win prizes if they can identify own voices on the air. Listener participation exceeds all expectations.

Says executive of Kenyon & Eckhardt, Pepsi agency: "As a radio success story, I've never seen anything that has come close to it."

PEPSI-COLA officials are convinced there's more bounce to the ounce in radio. About 833 times more than in newspapers, to be statistical.

To support this conviction they have the results of two, separate, month-long tests of what they and their agency—Kenyon & Eckhardt, New York—call "a totally new concept of the use of radio spot advertising." Now they're getting ready to go all out with it, nationwide.

The new technique, conceived by J. Clarke Mattimore, one of K&E's account executives on Pepsi, has set two cities—San Diego, Calif., and Muncie, Ind.—echoing to two words which, when the full-scale campaign is developed and executed, may be expected to ring across the country like the air-borne "Pepsi-Cola Hits the Spot" jingle did a few years ago.

The two words: "Pepsi, Please!"

The test campaigns, conducted under Mr. Mattimore's supervision and completed in Muncie last week, involve the transcribing of people's voices saying "Pepsi, please"; playing the recordings on radio spots, and offering prizes to those people who recognize their own voices on the air. Ten different voices are heard on each spot, and the spots are scheduled in saturation fashion—there were 36 a day in San Diego, 23 a day in Muncie.

That means "Pepsi, please" was heard 360 times a day on radio in San Diego; 230 times a day in Muncie. It would have been heard more often in Muncie, Mr. Mattimore explains, except that the station there had no more time available.

The stations used in the test were KCBQ San Diego and WLBC Muncie. K&E also used newspaper ads—a full page and seven 616-line ads, although in San Diego the timing of the call-period put the paper at a disadvantage, and during the test period conducted interviews to determine where prospective buyers had first heard of "Pepsi, please." From the replies they calculated the cost-per-inquiry for each medium and came up with this result:

NEWSPAPERS: **$33.33.**

RADIO: **$0.04 (four cents, that is).**

"As a radio success story," says Mr. Mattimore, "I've never seen anything that's come close to it."

Pepsi-Cola is "extremely happy." Richard H. Burgess, vice president in charge of domestic sales, says results "have far exceeded the most optimistic expectations."

And Radio Advertising Bureau is so delighted that, even before the test was completed, it agreed to finance a research study, which was being conducted in Muncie last week.

What are the sales results?

Pepsi-Cola, fighting hard to overtake Coca-Cola in one of the most competitive fields imaginable, is playing it cozy as to exact results in terms of either dollars or cases sold.

Mr. Mattimore would say this, however: Pepsi's fountain business in Muncie during the first week of the test there—the week of July 15—was 300% over Pepsi's fountain sales in Muncie for the entire month of July 1955.

And July of this year, he added, was not a good month for beverage sales, because of poor weather. This means that sales in one week of a "poor" month ran 300% ahead of those for an entire "good" month—thanks almost entirely to radio.

Regarding bottle sales, he would say only that they were "heavily increased."

Coincidentally, Pepsi introduced its new 6½-ounce "single drink size" bottle as part of these test campaigns. Although the success of the new size can't be accurately appraised for another six months—"after the markets have had a chance to calm down"—Mr. Mattimore said it "went over in a big way" during the tests.

What It Costs Per City

With the experience of San Diego and Muncie behind them, Pepsi-Cola representatives estimate that similar campaigns can be conducted for around $5,000 per city of 50,000 population per month, including time, space, prizes, other promotion—everything.

The idea behind the campaign, aside from selling Pepsi-Cola, is to "brainwash" the vast public who, in the opinion of Pepsi and K&E, automatically and without thinking say "Give me a Coke" whenever they want a cola beverage—often, even when what they actually intended to order was a Pepsi.

To rid the public of this mass Coke complex, Mr. Mattimore came up with the "Pepsi, please" idea. He wants people to say "Pepsi, please" as automatically as they now say "Coke." The on-the-air playback of the public's recordings of the two words is calculated to get them both circulated and instilled.

The recordings were made both in person—in supermarkets and fountain stores and on the streets, for example—and by telephone. In San Diego, where the test ran from June 11 to July 11, the telephone recordings were made by manual operation of the recorders and were limited to certain periods of the day. In Muncie, where the campaign extended from July 15 to Aug. 15 (last Wednesday), the telephone calls were transcribed entirely automatically by a battery of five "electronic secretaries" which operated around the clock.

People were told to call the specified telephone number, give their names and addresses, wait at least two seconds (so this information could be cut out of the tape before broadcast), and then say the two magic words.

The extent to which the campaign caught on is indicated by Mr. Mattimore's estimate that in Muncie more than 30,000 calls were recorded during the month. Muncie's population is 60,000.

The "Pepsi, please" recordings were then put together in strings of 10 to make one spot announcement which led off with the announcer telling listeners that Pepsi-Cola was the sponsor and if they identified their own voices they would receive a prize.

"How else are you going to get 11 product mentions in a minute," Mr. Mattimore wants to know.

The public's telephone response was astronomical, too. Mr. Mattimore estimates that in Muncie there were up to 1,239 calls a day from people who thought they had heard their own voices. When he had a check made to determine how many other people were getting busy signals at the same time, he found a total of over 900 in four days.

Prizes were Pepsi-Cola coolers, RCA port-

IN SAN DIEGO Don Howard, announcer at KCBQ, station which carried the Pepsi-Cola campaign, records voice of young participant saying "Pepsi, please." Models, announcer and recording truck were at downtown Plaza Square.

IN MUNCIE drug store Jack Repco (l), Pepsi regional manager of national accounts and syrup sales records young participant with assistance of Norma Wasser, also regional manager.

AGENCY man who conceived Pepsi spot trick is J. Clarke Mattimore, of K&E.

able radios, and RCA clock radios, but relatively few had to be given away. People just don't recognize their own voices. Out of 230 voices broadcast each day in Muncie, and out of the average of 1,239 people calling daily to say they'd heard their own, there were only about three winners a day at the outset.

To boost the number of winners, they started saying the caller was correct if his voice had, in fact, been broadcast at any time during that day. That raised the average to 10-12 a day.

Then, as the campaign got rolling, people started using gimmicks to help them identify their own voices on the air—stuttering P-P-P-Pepsi, p-p-p-please, for example, or speaking in Spanish or otherwise trying to get a distinctive note into the recording. Even then, the number of winners never got beyond 35 a day.

But people were having fun—in fact, says Mr. Mattimore, it was found in San Diego that people were not primarily interested in the prizes at all. So in Muncie the promotion copy was changed; instead of emphasizing "thousands of prizes," it asked: "do you want to hear yourself on radio, and win a prize?"

It was a "fun campaign" throughout. Announcers were not given prepared copy to read; they were told to do whatever they wanted to do with their minutes in urging people to participate, so long as they did not kid the product. "They kept it alive," in the words of Mr. Mattimore. So did the people who stuttered and invented other gimmicks to help them identify themselves later—these deviations put variety into the spots.

The public's reaction to this kind of programming, aside from that evidenced by the number of calls to the stations, was indicated by Larry Buskett, who was general manager of KCBQ when the test was conducted but has since moved to KRAM Las Vegas. He wrote Mr. Mattimore a few days ago that KCBQ's ratings rose materially during the campaign period.

The campaign had a lot of side effects, too.

People, especially young people, started carrying portables with them to "monitor" the spots so they could alert friends whose voices they thought they identified. One woman—whose children apparently did not have portables—told Mr. Mattimore that the campaign was the best baby sitter she'd found: that for the first time in months she could leave the house and still know exactly where her children were. Another wanted to thank Pepsi-Cola Co. for teaching her child the word "please." And in a development which might inspire the erroneous impression that the campaign was for the birds, a movement got under way among the younger set to teach parakeets to chirp—you guessed it—"Pepsi, please."

NATIONAL TV BILLINGS: STILL HEADING UPWARD

New TvB report for second quarter of 1956 puts national spot purchases at more than $105 million, number of spot advertisers at all time high of nearly 3,000.

Network billings in same quarter also zoomed upward to $117,832,532.

Total national tv advertising—spot and network—was better than $440 million in first half of year; $223,416,532 for second quarter.

Second quarter strength for both spot and network defies traditional spring dips in media buying following the winter peak.

NATIONAL ADVERTISERS purchased $440,303,312 worth of tv spot and network time during the first six months of 1956.

Spot time purchases for the half-year totaled $205,793,000, or roughly 47% of the total, according to estimates prepared by N. C. Rorabaugh Co. for Television Bureau of Advertising and made public by TvB last Friday.

Time sales of the tv networks for January-June 1956 amounted to $234,510,312, according to data of advertising expenditures for network time compiled by Publishers Information Bureau. Both the Rorabaugh and PIB figures are gross, that is, calculated at the one-time rate before discounts of any kind.

In releasing the tv spot figures, TvB noted that the second quarter of this year, when the spot gross totaled $105,584,000, topped the first quarter of 1956 by more than $5 million and also was ahead of the fourth quarter of 1955. The tv networks also in the April-June period ran ahead of their January-March time sales, indicating that tv is still on the rise as a national advertising medium and that the upward trend has enough vigor to overcome the traditional advertising dip that normally begins with the coming of spring, following the winter peak.

Not only has the dollar volume for spot television increased, but the number of advertisers using the medium also showed a rise from the first to the second quarter of this year, as well as being the greatest number of advertisers to use spot tv in any second quarter from 1949 to date. The following table, compiled by the Rorabaugh organization, reflects the growth of tv as an advertising medium:

2nd Quarter	*Number Advertisers*
'49	324
'50	734
'51	1064
'52	1384
'53	1876
'54	2527
'55	2873
'56	2978

A TvB analysis of the distribution of the spot tv revenue by day parts shows what might have been expected: that more than half the tv station revenue comes from the evening hours, about a third from the daytime and less than 10% from the late night periods:

Day	$36,714,000	34.8%
Night	58,589,000	55.5%
Late night	10,281,000	9.7%
	$105,584,000	100.0%

Announcements represented the major sources of spot advertising revenue for television, nearly half the total and more than twice that derived from program sales, a second TvB analysis shows:

Announcements	$47,004,000	44.5%
ID's	12,529,000	11.9%
Participations	24,250,000	23.0%
Shows	21,801,000	20.6%
	$105,584,000	100.0%

Of the 2,978 advertisers using spot tv during the second quarter, 1956, there were 1,236 spending $5,000 or more each for this medium during this three-month period, and 1,742 whose expenditures were under $5,000. These figures come from commercial time data reported by 300 tv stations in 203 markets, with expenditures computed at published gross one-time rates.

Commenting on the spot report, Oliver Treyz, president of TvB, said.

"It is interesting to note that Procter & Gamble, consistently the largest user of spot television, and, from the standpoint of its expenditures most experienced in its use, has substantially increased its expenditures in the second quarter versus the preceding ones. We note, also, that Lever Brothers' spot expenditures in the second quarter are almost triple those of the first quarter of 1956. Lever Brothers has jumped from the 38th spot television advertiser in the first quarter to ninth in the second quarter.

"A drag on the total increase in spot television expenditures is found in the automotive field. As is true in newspapers, spot television expenditures of automotive companies are down. All of the automotive companies are down in the rankings.

"Overall, the activity and volume of spot television in the second quarter, 1956, mark the growing awareness and interest of most advertisers in its unique values."

CONTINUES ►

TV PACE FOR FIRST TWO QUARTERS

1956	Spot Tv Advertising	Network Tv Advertising	National Tv Advertising
Jan.-March	$100,209,000	$116,677,780	$216,886,780
Apr.-June	105,584,000	117,832,532	223,416,532
Jan.-June	$205,793,000	$234,510,312	$440,303,312

TOP AGENCIES IN SPOT TV

TED BATES & Co. again was No. 1 agency in the handling of television spot billings in the second quarter of 1956. McCann-Erickson moved from third to second place while Young & Rubicam stepped up to third position and Leo Burnett Co., in second place for both the fourth quarter of 1955 and the first quarter of 1956, dropped down to No. 4.

The standings were reported last week by Television Bureau of Advertising in conjunction with its release of the top 200 spot tv advertisers for the second quarter of 1956.

Young & Rubicam's jump to No. 3 in spot tv billings was from No. 7 in the last quarter of 1955 and No. 6 in the first quarter of this year. Its rise was attributed to increased spot expenditures on the part of Procter & Gamble's Spic & Span and General Foods' Jello.

BBDO, seventh for the first quarter of this year, moves into sixth spot, behind Benton & Bowles which remains in fifth. J. Walter Thompson Co., which dropped out of the top 10 list in the first quarter, is now back in ninth, same place it held in the last quarter of 1955.

The top 10 for the second quarter of 1956, as compiled by TvB: (1) Ted Bates & Co.; (2) McCann-Erickson; (3) Young & Rubicam; (4) Leo Burnett Co.; (5) Benton & Bowles; (6) BBDO; (7) Dancer-Fitzgerald-Sample; (8) Compton Adv.; (9) J. Walter Thompson Co.; (10) William Esty Co.

THE TOP 200 TV

GROSS TV TIME PURCHASES
First Half of 1956

	Advertiser	Spot	Network	Total
1.	PROCTER & GAMBLE	$12,323,800	$21,971,063	$34,294,863
2.	COLGATE-PALMOLIVE	3,698,800	10,230,566	13,929,366
3.	GENERAL MOTORS	2,434,900	10,582,413	13,017,313
4.	GENERAL FOODS	5,032,000	7,335,588	12,367,588
5.	CHRYSLER	896,300	10,288,527	11,184,827
6.	BROWN & WILLIAMS'N	8,560,600	1,852,485	10,413,085
7.	FORD MOTOR	1,748,000	7,564,580	9,312,580
8.	WHITEHALL PHARM.	*	7,550,040	†7,550,040
9.	R. J. REYNOLDS	1,046,500	6,209,145	7,255,645
10.	LEVER BROS.	1,734,900	5,137,858	6,872,758
11.	LIGGETT & MYERS	2,360,300	4,117,551	6,477,851
12.	KELLOGG	2,919,600	3,163,491	6,083,091
13.	STERLING DRUG	4,391,300	1,139,500	5,530,800
14.	AMERICAN TOBACCO	206,710	5,301,102	5,507,812
15.	GENERAL MILLS	339,600	4,959,287	5,298,887
16.	MILES LABORATORIES	3,089,500	2,059,987	5,149,487
17.	TONI	1,028,400	3,914,824	4,943,224
18.	BRISTOL-MYERS	560,100	4,083,710	4,643,810
19.	GENERAL ELECTRIC	584,000	3,815,734	4,399,734
20.	NATIONAL BISCUIT	3,214,300	850,876	4,065,176
21.	COCA-COLA	1,870,200	2,139,594	4,009,794
22.	PHILIP MORRIS	3,375,300		3,375,300
23.	P. LORILLARD	690,100	2,798,454	3,488,554
24.	REVLON	1,216,210	2,138,118	3,354,328
25.	NAT'L DAIRY PRODS.	577,300	2,767,144	3,344,444
26.	PHARMACEUTICALS	493,400	2,916,418	3,409,818
27.	BORDEN	1,118,800	2,016,100	3,134,900
28.	PILLSBURY MILLS	*	2,916,814	†2,916,814
29.	AM. TEL. & TEL. CO.	2,120,000	682,866	2,802,866
30.	CAMPBELL SOUP	876,100	1,842,908	2,719,008
31.	GILLETTE	*	2,697,978	†2,697,978
32.	BULOVA WATCH	2,350,000	279,165	2,629,165
33.	ARMOUR & CO.	598,400	1,779,548	2,377,948
34.	NESTLE	1,066,400	1,309,254	2,375,654
35.	WARNER-LAMBERT	1,471,300	826,677	2,297,977
36.	CARTER PRODUCTS	1,976,400	303,815	2,280,215
37.	SCOTT PAPER	*	2,223,930	†2,223,930
38.	STANDARD BRANDS	958,700	1,225,730	2,184,170
39.	WESTINGHOUSE	*	2,050,185	†2,050,185
40.	S. C. JOHNSON & SONS	125,300	1,841,021	1,966,321
41.	CARNATION	560,100	1,333,749	1,893,849
42.	MENNEN	524,000	1,362,157	1,886,157
43.	CONTINENTAL BAKING	1,864,600		1,864,600
44.	MINUTE MAID	1,579,300	330,743	1,850,043
45.	ROBT. HALL CLOTHES	1,842,900		1,842,900
46.	R.C.A.	815,700	976,519	1,792,219
47.	SWIFT & CO.	417,700	1,353,044	1,770,744
48.	BLOCK DRUG	1,364,300	336,765	1,701,065
49.	CHARLES ANTELL	1,691,000		1,691,000
50.	HELAINE SEAGER	1,616,100		1,616,100
51.	CORN PRODS. REF.	1,037,300	528,355	1,565,655
52.	CHESEBROUGH-POND'S	889,000	653,022	1,542,022
53.	AMERICAN CHICLE	525,500	990,474	1,515,974
54.	H. J. HEINZ	671,400	828,424	1,499,824
55.	PRUDENTIAL INS.	*	1,496,211	†1,496,211

GROSS TV TIME PURCHASES
First Half of 1956

	Advertiser	Spot	Network	Total
56.	RALSTON-PURINA	314,900	1,161,378	1,476,278
57.	BEST FOODS	542,500	901,123	1,443,623
58.	HELENE CURTIS	*	1,404,354	†1,404,354
59.	QUAKER OATS	*	1,398,570	†1,398,570
60.	STUDEBAKER-PACKARD	467,230	904,434	1,371,644
61.	AMERICAN MOTORS	*	1,356,902	†1,356,902
62.	E. I. DU PONT	587,100	719,298	1,306,398
63.	HAZEL BISHOP	128,860	1,176,407	1,305,267
64.	ANHEUSER-BUSCH	730,700	566,994	1,297,694
65.	SCHLITZ BREWING	*	1,288,221	†1,288,221
66.	FLA. CITRUS COMM.	1,287,500		1,287,500
67.	GOODYEAR	*	1,260,493	†1,260,493
68.	HAROLD F. RITCHIE	1,188,900	53,830	1,242,730
69.	WILDROOT	555,100	661,473	1,216,573
70.	EASTMAN KODAK	*	1,215,998	†1,215,998
71.	ANAHIST	1,201,590		1,201,590
72.	WESSON & SN. DRIFT	734,400	465,982	1,200,382
73.	PET MILK	*	1,192,800	†1,192,800
74.	ALCOA	*	1,176,259	†1,176,259
75.	SYLVANIA	*	1,164,740	†1,164,740
76.	PABST BREWING	521,000	636,332	1,157,332
77.	SWEETS CO.	*	1,157,259	†1,157,259
78.	SIMONIZ	499,000	633,078	1,132,078
79.	GULF OIL	*	1,121,832	†1,121,832
80.	SPERRY RAND	*	1,118,093	†1,118,093
81.	INTL. CELLUCOTTON	557,000	553,443	1,110,443
82.	SCHICK	*	1,083,225	†1,083,225
83.	AMER. DAIRY ASSN.	*	1,070,216	†1,070,216
84.	ESSO STANDARD OIL	1,059,500		1,059,500
85.	GROVE LABORATORIES	669,150	319,858	989,008
86.	U. S. STEEL	*	984,120	†984,120
87.	ARMSTRONG CORK	*	982,720	†982,720
88.	FALSTAFF BREWING	707,900	265,715	973,615
89.	FIRESTONE	*	954,548	†954,548
90.	P. BAL'NTINE & SONS	943,800		943,800
91.	PETER PAUL	940,800		940,800
92.	SALES BUILDERS	920,700		920,700
93.	PEPSI-COLA	919,400		919,400
94.	NO. PAPER MILLS	901,100		901,100
95.	TEXAS CO.	*	884,304	†884,304
96.	REYNOLDS METALS	*	881,148	†881,148
97.	WELCH GRAPE JUICE	471,900	408,884	880,784
98.	AMER. HOME FOODS	631,400	247,138	878,538
99.	BEECH-NUT PACKING	576,800	297,283	874,083
100.	J. A. FOLGER	849,200		849,200
101.	BENRUS WATCH	818,800		818,800
102.	STANDARD OIL. (IND.)	571,400	245,499	816,899
103.	STOKELY-VAN CAMP	805,500		805,500
104.	C B S	*	804,419	†804,419
105.	AVCO MFG.	*	800,007	†800,007
106.	SHELL OIL	727,800		727,800
107.	THEO. HAMM BREW.	584,600	184,497	769,097
108.	AMANA SOCIETY	*	754,846	†754,846
109.	PIELS BROS.	748,000		748,000
110.	BRILLO MFG.	*	734,895	†734,895

* Spot expenditure not available.
† If advertiser also uses spot tv, this figure would be increased by that amount.

SPENDERS

THIS list of top tv advertisers was compiled by B•T from data on leading tv spot advertisers provided by TvB from N. C. Rorabaugh (see also, pages 36, 39) and data on leading tv network advertisers supplied by PIB (see also, page 40). All figures cover gross time purchases made during the first half of 1955.

GROSS TV TIME PURCHASES
First Half of 1956

	Advertiser	Spot	Network	Total
111.	BETTER LIVING ENT.	723,000		723,000
112.	LEE LTD.	698,900		698,900
113.	CARLING BREWING	698,600		698,600
114.	NEHI	686,020		686,020
115.	TAFON DIST.	679,500		679,500
116.	VICK CHEMICAL	418,760	240,372	659,134
117.	SALADA TEA	654,800		654,800
118.	HILLS BROS. COFFEE	653,100		653,100
119.	PUREX	*	651,216	†651,216
120.	B. F. GOODRICH	*	651,180	†651,180
121.	B. T. BABBITT	605,200	35,869	641,069
122.	SOCONY MOBILOIL	627,800		627,800
123.	SEVEN UP	543,700	83,165	626,865
124.	MAYTAG	*	626,310	†626,310
125.	E. & J. GALLO WINES	625,100		625,100
126.	MARS INC.	209,410	409,217	618,627
127.	EMERSON DRUG	260,500	354,885	615,385
128.	SPEIDEL	*	602,151	†602,151
129.	AMERICAN RADIATOR	*	601,324	†601,324
130.	SHEAFFER PEN	*	597,405	†597,405
131.	S.O.S. CO.	*	594,372	†594,372
132.	ANDREW JERGENS	*	591,210	†591,210
133.	GLAMORENE	404,400	176,000	580,400
134.	SINGER MFG.	*	580,380	†580,380
135.	U. S. RUBBER	*	577,944	†577,944
136.	THOMAS J. LIPTON	*	571,860	†571,860
137.	ADMIRAL	*	556,620	†556,620
138.	GERBER PRODUTS	*	554,866	†554,866
139.	LEHN & FINK	*	535,731	†535,731
140.	HAWLEY & HOOPS	534,600		534,600
141.	CONTINENTAL BAK'G	*	526,043	†526,043
142.	GREAT A & P	520,400		520,400
143.	MONSANTO CHEMICAL	*	520,176	†520,176
144.	SUNBEAM	*	518,924	†518,924
145.	WHIRLPOOL-SEEGER	*	518,758	†518,758
146.	SAFEWAY STORES	512,500		512,500
147.	PACIFIC COAST BORAX	510,400		510,400
148.	KNOMARK MFG.	*	499,371	†499,371
149.	5-DAY LABS	357,610	141,020	498,630
150.	SEALY MATTRESS	421,200	73,756	494,956
151.	MORTON FROZEN FDS.	467,600		467,600
152.	LANOLIN PLUS	*	462,592	†462,592
153.	LOS ANG. BREWING	462,200		462,200
154.	GENERAL BAKING	452,200		452,200
155.	U. S. TOBACCO	447,300		447,300
156.	HALLMARK	*	446,207	†446,207
157.	MMM	*	442,194	†442,194
158.	LIEBMANN BREW.	429,100		429,100
159.	SARDEAU	429,000		429,000
160.	TEA COUNCIL OF USA	419,990		419,990
161.	SUNSHINE BISCUIT	415,900		415,900
162.	ELGIN NAT'L WATCH	*	414,570	†414,570
163.	TOP VALUE ENT.	413,200		413,200
164.	THOMAS LEEMING	408,460		408,460
165.	LEWIS FOOD CO.	406,800		406,800

GROSS TV TIME PURCHASES
First Half of 1956

	Advertiser	Spot	Network	Total
166.	GREYHOUND CORP.	403,400		403,400
167.	READERS DIGEST ASSN.	389,750	11,773	401,523
168.	OLIN MATHIESON CH.	*	400,144	†400,144
169.	WRIGLEY	*	398,220	†398,220
170.	CREAM OF WHEAT	384,100		384,100
171.	PROCTER ELECTRIC	372,250		372,250
172.	HUDSON PULP & PAP.	366,800		366,800
173.	NOXZEMA CHEMICAL	*	363,816	†363,816
174.	GENERAL CIGAR	*	362,898	†362,898
175.	NATIONAL BREWING	359,900		359,900
176.	JOHNS-MANVILLE	*	358,674	†358,674
177.	AMERICAN BAKERIES	354,600	2,375	†356,975
178.	GOLD SEAL	*	355,936	†355,936
179.	QUALITY GOODS MFG.	*	352,634	†352,634
180.	LUCKY LAGER BRW.	351,100		351,100
181.	KROGER CO.	348,600		348,600
182.	PARKER PEN	*	344,673	†344,673

TELECASTING YEARBOOK IN THE MAILS

The 1956-57 TELECASTING YEARBOOK • MARKETBOOK issue is being mailed this week. Like its predecessors, this 412-page volume, compiled by a staff of 60, contains authoritative data on tv stations throughout the world, including information on U. S. stations equipped for color tv, statistics on population with retail sales and market data, plus other economic features on all U. S. tv areas. Comprehensively listed are advertising agencies and their clients using tv advertising. Included too are package program companies, tv film producers and distributors, tv equipment manufacturers and distributors, tv networks and other vital information. A limited supply of extra copies of this 412-page buyer's guide is available at $3.00 each.

183.	HAWAIIAN PINEAPPLE	*	343,145	†343,145
184.	DUNCAN COFFEE CO.	342,800		342,800
185.	YARDLEY OF LONDON	*	342,125	†342,125
186.	PHILLIPS PET. CO.	336,400		336,400
187.	F & M SCHAEFER BR.	335,600		335,600
188.	LANGENDORF UN. BK.	334,700		334,700
189.	PAXTON & GALLAGHER	334,300		334,300
190.	STATE FARM MUTUAL	*	333,632	†333,632
191.	LIBBY, MC N. & LIB.	333,100		333,100
192.	W. F. MC LAUGHLIN	331,900		331,900
193.	AVON PRODUCTS	331,700		331,700
194.	PLOUGH INC.	329,540		329,540
195.	PAPER-MATE	*	328,367	†328,367
196.	J. P. STEVENS	*	318,006	†318,006
197.	TIME INC.	*	314,520	†314,520
198.	RAYCO MFG.	312,200		312,200
199.	ALUMINIUM LTD.	*	304,438	†304,438
200.	COTY	283,000		283,000

CONTINUES ►

TOP 200 IN SPOT TV

April-June 1956

(Prepared by N. C. Rorabaugh Co. for TvB)

Rank		Estimated Expenditure
1.	PROCTER & GAMBLE	$6,541,000
2.	GENERAL FOODS	2,978,200
3.	BROWN & WILLIAMSON	2,673,400
4.	STERLING DRUG	2,138,500
5.	COLGATE-PALMOLIVE	2,115,700
6.	PHILIP MORRIS	1,833,100
7.	NATIONAL BISCUIT	1,735,900
8.	MILES LABORATORIES	1,392,600
9.	LEVER BROTHERS	1,263,900
10.	LIGGETT & MYERS	1,237,400
11.	COCA-COLA	1,215,400
12.	REVLON	1,191,400
13.	GENERAL MOTORS	1,170,700
14.	KELLOGG	1,139,600
15.	BULOVA WATCH	1,121,600
16.	CONTINENTAL BAKING	1,103,200
17.	AMER. TEL. & TEL.*	976,700
18.	ROBERT HALL	973,800
19.	CARTER PRODUCTS	916,500
20.	HELAINE SEAGER	890,900
21.	CHARLES ANTELL	843,700
22.	FORD MOTOR	762,900
23.	WARNER-LAMBERT	745,400
24.	MINUTE MAID	680,200
25.	STANDARD BRANDS	673,100
26.	NEHI CORP.	616,000
27.	BLOCK DRUG	613,100
28.	CORN PROD. REF.	611,400
29.	FLA. CITRUS COMM.	589,000
30.	R. J. REYNOLDS	558,700
31.	SALES BUILDERS	549,700
32.	HAROLD F. RITCHIE	546,900
33.	PEPSI COLA CO.	545,700
34.	BORDEN	545,200
35.	TONI	530,700
36.	ESSO STANDARD	528,000
37.	NESTLE	524,000
38.	P. BALLANTINE	514,200
39.	RADIO CORP. OF AM.	471,700
40.	E. I. DU PONT	470,100
41.	P. LORILLARD	460,600
42.	GENERAL ELECTRIC	459,300
43.	NORTH PAPER MILLS	453,100
44.	CARLING BREWING	437,600
45.	LEE	428,900
46.	STOKELY-VAN CAMP	415,600
47.	CHRYSLER	414,600
48.	CHESEBROUGH-PONDS	414,500
49.	ANHEUSER-BUSCH	405,300
50.	SHELL OIL	403,200
51.	BENRUS WATCH	401,800
52.	SOCONY MOBIL OIL	400,400
53.	WESSON & SNOW DRIFT	387,800
54.	STUDEBAKER-PACKARD	387,100
55.	CAMPBELL SOUP	380,500
56.	NAT. DAIRY PRODS.**	376,800
57.	INTL. CELLUCOTTON	372,900
58.	LOS ANGELES BREWING	364,400
59.	PROCTOR ELECTRIC	359,300
60.	PIELS BROS.	353,800
61.	H. J. HEINZ	344,100
62.	STAND. OIL OF IND.	341,200
63.	FALSTAFF BREWING	330,000
64.	BETTER LIVING ENTS.	329,100
65.	THEO. HAMM BREWING	324,300
66.	TAFON DIST.	324,000
67.	J. A. FOLGER	317,900
68.	SWIFT	317,700
69.	AM. HOME FOODS	317,600
70.	BEECHNUT PACKING	314,100
71.	WELCH GRAPE JUICE	302,400
72.	CARNATION***	301,300
73.	AMERICAN CHICLE	301,200
74.	SAFEWAY STORES	301,200
75.	SALADA TEA CO.	298,900
76.	PAC. COAST BORAX	295,500
77.	SARDEAU	293,700
78.	GREYHOUND	287,800
79.	5 DAY LABS.	287,000
80.	SIMONIZ	271,100
81.	SIMMONS CO.	270,500
82.	TOP VALUE ENTS.	266,200
83.	ARMOUR	257,900
84.	B. F. GOODRICH	256,200
85.	MORTON FROZEN FDS.	251,300
86.	COTY	251,300
87.	HILLS BROS. COFFEE	249,600
88.	HAWLEY & HOOPS	248,500
89.	MENNEN	247,700
90.	E. & J. GALLO	236,700
91.	U. S. RUBBER	234,200
92.	GREAT A & P TEA	233,800
93.	PHARMACEUTICALS	225,900
94.	LIEBMANN BREWERIES	222,600
95.	GENERAL BAKING	221,700
96.	ROTO-BROIL	221,300
97.	PETER PAUL	216,100
98.	AVOSET	214,500
99.	SUNSHINE BISCUIT	212,800
100.	M. J. B.	208,900
101.	PABST BREWING	207,500
102.	RAYCO MFG.	206,200
103.	SEALY MATTRESS CO.	202,500
104.	RATH PACKING	200,600
105.	SLENDERELLA	200,400
106.	DR. PEPPER CO.	198,300
107.	D-X SUNRAY OIL	198,000
108.	CVA	197,300
109.	LEWIS FOOD	194,800
110.	DUNCAN COFFEE	194,500
111.	BEST FOODS	193,100
112.	KROGER CO.	191,700
113.	WILDROOT	190,300
114.	LANGENDORF UNITED	189,200
115.	MONTGOMERY WARD	186,700
116.	PAXTON & GALLAGHER	179,200
117.	DREWRYS	177,500
118.	BRISTOL-MYERS	175,300
119.	WILLIAM WRIGLEY	175,300
120.	SEVEN-UP CO.	175,300
121.	HUDSON PULP & PAPER	174,000
122.	NATIONAL BREWING	173,000
123.	B. T. BABBITT	172,000
124.	SCHLITZ BREWING	168,400
125.	PHILLIPS PETROLEUM	167,800
126.	RALSTON-PURINA	165,500
127.	AMERICAN BAKERIES	164,100
128.	INTERNATIONAL SALT	163,800
129.	WIEDEMANN BREWING	163,600
130.	CREAM OF WHEAT	162,600
131.	PELLEX	161,800
132.	WARD BAKING	161,400
133.	AVON PRODUCTS	157,600
134.	PETRI WINE	155,800
135.	EMERSON DRUG	152,900
136.	W. F. MC LAUGHLIN	152,800
137.	BLUE PLATE FOODS	152,700
138.	G. HEILEMAN BREWING	150,000
139.	LUCKY LAGER BREWING	148,900
140.	B. C. REMEDY	148,700
141.	RICHFIELD OIL	148,000
142.	QUAKER OATS	147,700
143.	ASSOC. HOSPITAL SER.	147,200
144.	GE SUPPLY	146,900
145.	GOLD SEAL	143,600
146.	JACKSON BREWING	143,600
147.	COLUMBIA BCSTG. SYS.	143,100
148.	U. S. TOBACCO	140,600
149.	GLAMORENE	140,200
150.	CONTINENTAL OIL	139,000
151.	SCRIPTO	138,200
152.	REV. ORAL ROBERTS	134,200
153.	AMERICAN TOBACCO	133,600
154.	WM. B. REILY	132,600
155.	DORMIN	130,800
156.	LIBBY, MC NEIL & LIBBY	129,600
157.	STEPHEN F. WHITMAN	129,300
158.	BANK OF AMERICA	127,600
159.	GENERAL CIGAR	127,400
160.	QUALITY BAKERS OF AM.	126,900
161.	RUPPERT BREWERY	126,900
162.	GRANT	125,900
163.	S. C. JOHNSON & SON	125,300
164.	BUITONI PRODUCTS	123,800
165.	FOREMOST DAIRIES	123,500
166.	GENERAL PETROLEUM	122,300
167.	GENERAL MILLS	122,100
168.	SCHAEFER BREW.	122,100
169.	HOUSEHOLD FINANCE	122,100
170.	DUQUESNE BREWING	121,800
171.	S. F. BREWING	121,800
172.	WALGREEN	120,600
173.	MILNER PRODUCTS	120,500
174.	ADELL CHEMICAL	118,500
175.	HOLSUM BAKING	117,000
176.	SARA LEE	116,700
177.	STANDARD BREWING	116,700
178.	LONE STAR BREWING	116,300
179.	MISHAWAKA RUB. WOOL	116,200
180.	S. S. KRESGE	116,200
181.	DUFFY-MOTT	113,100
182.	WEST END BREWING	112,300
183.	INTERNATIONAL MILLING	112,100
184.	STAND. OIL OF OHIO	110,900
185.	JIM CLINTON CLOTHING	110,400
186.	DRACKETT	110,100
187.	AMERICAN SUGAR REF.	109,900
188.	MAGNOLIA PETROLEUM	109,300
189.	S. S. S.	109,100
190.	GROCERY STORE PROD.	108,200
191.	GEN. TIRE & RUBBER	107,800
192.	REGAL AMBER BREWING	106,000
193.	OSCAR MAYER	106,000
194.	KEEBLER BISCUIT	105,700
195.	FRITO	104,700
196.	J. B. WILLIAMS	103,300
197.	MARLOWE CHEMICAL	103,300
198.	EASTERN GUILD	101,800
199.	STROH BREWING	101,800
200.	LO-CALORY FOOD	100,200

* Includes all regional telephone companies.
** Includes Kraft Foods Co.
*** Includes Albers Milling Co.

CONTINUES ▶

A QUARTER will go a long way these days on WHO Radio!

Take 12 noon to 1 p.m. as an example . . .

WHEN you consider that a shoe shine plus tip now costs you a quarter almost anywhere, twenty-five cents invested in radio is a tremendous value—*especially on WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 12 noon and 1 p.m. will deliver a minimum of 100,058 actual *listening* homes, in Iowa alone!

That's at least 405 homes for a quarter, or 1000 homes for $.62—*ALL LISTENING TO WHO!*

That's the *measured* minimum. Over and above this proven audience, 50,000-watt WHO delivers thousands of additional listeners via Iowa's half million extra *home* sets and half million *car* radios—plus a vast bonus audience in "Iowa Plus"!

Your PGW Colonel will be glad to tell you the whole story on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

Our ratings are higher in saturated San Diego!

Channel 8 has the top 33* programs in San Diego, the Nation's 19th market**

23 Network,
6 Local,
4 National Spot

There are *more* people in San Diego watching Channel 8 *more* than ever before.

*June 1956 Nielsen Report.
**Sales Management 1956 Survey of Buying Power.

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

SAN DIEGO

America's more market

TOP 200 IN SPOT TV

January-June 1956

(Prepared by N. C. Rorabaugh Co. for TvB)

Rank		Estimated Expenditure
1.	PROCTER & GAMBLE	$12,323,800
2.	BROWN & WILLIAMSON	8,560,600
3.	GENERAL FOODS	5,032,000
4.	STERLING DRUG	4,391,300
5.	COLGATE-PALMOLIVE	3,698,800
6.	PHILIP MORRIS	3,375,300
7.	NATIONAL BISCUIT	3,214,300
8.	MILES LABS	3,089,500
9.	KELLOGG	2,919,600
10.	GENERAL MOTORS	2,434,900
11.	LIGGETT & MYERS	2,360,300
12.	BULOVA WATCH	2,350,000
13.	AMER. TEL. & TEL.	2,120,000
14.	CARTER PRODUCTS	1,976,400
15.	COCA-COLA CO.	1,870,200
16.	CONTINENTAL BAKING	1,864,600
17.	ROBERT HALL CLOTHES	1,842,900
18.	FORD MOTOR	1,748,000
19.	LEVER BROTHERS	1,734,900
20.	CHARLES ANTELL	1,691,000
21.	HELAINE SEAGER	1,616,100
22.	MINUTE MAID	1,519,300
23.	WARNER-LAMBERT	1,471,300
24.	BLOCK DRUG	1,364,300
25.	FLA. CITRUS COMM.	1,287,500
26.	REVLON	1,216,210
27.	ANAHIST	1,201,590
28.	HAROLD F. RITCHIE	1,188,900
29.	BORDEN	1,118,800
30.	NESTLE	1,066,400
31.	ESSO STANDARD OIL	1,059,500
32.	R. J. REYNOLDS	1,046,500
33.	CORN PRODUCTS REF.	1,037,300
34.	TONI	1,028,400
35.	STANDARD BRANDS	958,700
36.	P. BALLANTINE & SONS	943,800
37.	PETER PAUL	940,800
38.	SALES BUILDERS	920,700
39.	PEPSI COLA	919,400
40.	NORTHERN PAPER MILLS	901,100
41.	CHRYSLER	896,300
42.	CHESEBROUGH PONDS	889,000
43.	CAMPBELL SOUP	876,100
44.	J. A. FOLGER	849,200
45.	BENRUS WATCH	818,800
46.	RCA	815,700
47.	STOKELY-VAN CAMP.	805,500
48.	PIELS BROTHERS	748,000
49.	WESSON & SNOW DRIFT	734,400
50.	ANHEUSER-BUSCH	730,700
51.	SHELL OIL	727,800
52.	BETTER LIVING ENT.	723,000
53.	FALSTAFF BREWING	707,900
54.	LEE	698,900
55.	CARLING BREWING	698,600
56.	P. LORILLARD	690,100
57.	NEHI	686,020
58.	TAFON DIST.	679,500
59.	H. J. HEINZ	671,400
60.	GROVE LABS	669,150
61.	SALADA TEA	654,800
62.	HILLS BROS.	653,100
63.	AMERICAN HOME FOODS	631,400
64.	SOCONY MOBIL OIL	627,800
65.	E. & J. GALLO	625,100
66.	B. T. BABBITT	605,200
67.	ARMOUR	598,400
68.	E. J. DU PONT	587,100
69.	THEO. HAMM-BREWING	584,600
70.	GENERAL ELECTRIC	584,000
71.	NAT. DAIRY PRODS.	577,300
72.	BEECHNUT PACKING	576,800
73.	STANDARD OIL OF IND.	571,400
74.	BRISTOL MYERS	560,100
75.	CARNATION	560,100
76.	INTL. CELLUCOTTON	557,000
77.	WILDROOT	555,100
78.	SEVEN-UP	543,700
79.	BEST FOODS	542,500
80.	HAWLEY & HOOPS	534,600
81.	AMERICAN CHICLE	525,500
82.	MENNEN	524,000
83.	PABST BREWING	521,000
84.	GREAT A. & P. TEA	520,400
85.	SAFEWAY STORES	512,500
86.	PACIFIC COAST BORAX	510,400
87.	SIMONIZ	499,000
88.	PHARMACEUTICALS	493,400
89.	WELCH GRAPE JUICE	471,900
90.	MORTON FROZEN FOODS	467,230
91.	STUDEBAKER-PACKARD	467,200
92.	LOS ANGELES BREWING	462,200
93.	GENERAL BAKING	452,000
94.	U. S. TOBACCO	447,300
95.	LIEBMANN BREWERIES	429,100
96.	SARDEAU	429,000
97.	SEALY MATTRESS	421,200
98.	TEA COUNCIL OF USA	419,990
99.	VICK CHEMICAL	418,760
100.	SWIFT	417,700
101.	SUNSHINE BISCUIT	415,900
102.	TOP VALUE ENTERPRISES	413,200
103.	THOMAS LUMING	408,460
104.	LEWIS FOOD	406,800
105.	GLAMORENE	404,400
106.	GREYHOUND	403,400
107.	READER'S DIGEST	389,750
108.	CREAM OF WHEAT	384,100
109.	PROCTER ELECTRIC	372,250
110.	HUDSON PULP & PAPER	366,800
111.	NATIONAL BREWING	359,900
112.	5 DAY LABS	357,610
113.	AMERICAN BAKERIES	354,600
114.	LUCKY LAGER	351,100
115.	KROGER	348,600
116.	DUNCAN COFFEE	342,800
117.	GENERAL MILLS	339,600
118.	PHILLIPS PETROLEUM	336,400
119.	SCHAEFER BREWING	335,600
120.	LANGENDORF UNITED BAKERIES	334,300
121.	PAXTON & GALLAGHER	334,300
122.	LIBBY, MCN'LL, LIBBY	333,100
123.	W. F. MC LAUGHLIN	331,900
124.	AVON PRODUCTS	331,700
125.	PLOUGH	329,540
126.	M. J. B.	325,400
127.	WARD BAKING	323,600
128.	DUFFY-MOTT	321,000
129.	B. C. REMEDY	320,300
130.	EASTERN GUILD	319,700
131.	RALSTON-PURINA	314,900
132.	GRANT	314,600
133.	RAYCO MFG.	312,200
134.	DEWRYS	311,500
135.	STANDARD OIL OF OHIO	310,800
136.	RATH PACKING	308,700
137.	SEECK & KADE	302,480
138.	THOMAS J. LIPTON	300,800
139.	ROTO-BROIL	297,390
140.	JACKSON BREWING	296,600
141.	LUDENS	294,600
142.	CVA	293,700
143.	BROWN SHOE	292,210
144.	G. WIEDEMANN BREWING	291,800
145.	GROCERY STORE PROD.	289,600
146.	DR. PEPPER	287,830
147.	RICHFIELD OIL	283,200
148.	COTY	283,000
149.	WILLIAM WRIGLEY JR.	282,600
150.	BLUE PLATE FOODS	282,500
151.	SMITH BROS.	280,250
152.	J. SCHLITZ BREWING	278,900
153.	PETRI WINE	278,200
154.	S. FRANCISCO BREWING	277,300
155.	ALKAID	277,150
156.	SIMMONS DEALERS	276,240
157.	G. HEILEMAN BREWING	272,300
158.	BANK OF AMERICA	271,200
159.	JACOB RUPPERT	270,000
160.	ASSOC. HOSPITAL	267,600
161.	GOLD SEAL	266,000
162.	INTERNATIONAL SALT	264,000
163.	CONTINENTAL OIL	263,500
164.	SLENDERELLA	261,500
165.	EMERSON DRUG	260,500
166.	DUQUESNE BREWING	260,000
167.	BUITONI PRODUCTS	259,600
168.	B. F. GOODRICH	258,700
169.	CBS	258,700
170.	QUALITY BAKERS	257,800
171.	HOUSEHOLD FINANCE	257,200
172.	U. S. RUBBER	254,090
173.	WILLIAM B. REILY	252,600
174.	WALGREEN	246,700
175.	INTERNATIONAL MILL.	244,700
176.	MONARCH WINE	244,170
177.	AVOSET	241,030
178.	SCHONBRUNN	240,520
179.	PILLSBURY MILLS	238,640
180.	GENERAL CIGAR	237,500
181.	DRACKELL	236,700
182.	WHITMAN & SON	235,100
183.	REV. ORAL ROBERTS	231,800
184.	V. LA ROSA	229,160
185.	GORDON BAKING	228,880
186.	B. H. P. CIGAR	228,300
187.	GE SUPPLY	224,320
188.	MONTGOMERY WARD	223,140
189.	SEABROOK FARMS	222,680
190.	CLINTON CLOTHING	216,300
191.	S. S. S.	209,800
192.	MARS	209,410
193.	REMINGTON RAND	209,230
194.	GUNTHER BREWING	209,080
195.	ADELL CHEMICAL	208,180
196.	S. S. KRESGE	208,180
197.	QUAKER OATS	208,140
198.	AMERICAN TOBACCO	206,710
199.	FRITO	206,400
200.	LONE STAR BREWING	204,630

CONTINUES ►

TOP 200 IN NETWORK TV

January–June 1956

[Source: Publishers Information Bureau]

Rank		Estimated Expenditure
1.	PROCTER & GAMBLE	$21,971,063
2.	GENERAL MOTORS	10,582,413
3.	CHRYSLER	10,288,527
4.	COLGATE-PALMOLIVE	10,230,566
5.	FORD MOTOR	7,564,580
6.	WHITEHALL PHARMACAL	7,550,040
7.	GENERAL FOODS	7,335,588
8.	R. J. REYNOLDS	6,209,145
9.	AMERICAN TOBACCO	5,301,102
10.	LEVER BROS.	5,137,858
11.	GENERAL MILLS	4,959,287
12.	LIGGETT & MYERS	4,117,551
13.	BRISTOL-MYERS	4,083,710
14.	TONI	3,914,824
15.	GENERAL ELECTRIC	3,815,734
16.	KELLOGG	3,163,491
17.	PILLSBURY MILLS	2,916,814
18.	PHARMACEUTICAL INC.	2,916,418
19.	P. LORILLARD	2,798,454
20.	NATIONAL DAIRY	2,767,144
21.	GILLETTE	2,697,978
22.	SCOTT PAPER	2,223,930
23.	COCA-COLA	2,139,594
24.	REVLON	2,138,118
25.	MILES LABS	2,059,987
26.	WESTINGHOUSE	2,050,185
27.	BORDEN	2,016,100
28.	BROWN & WILLIAMSON	1,852,485
29.	CAMPBELL SOUP	1,842,908
30.	S. C. JOHNSON & SON	1,841,021
31.	ARMOUR & CO.	1,779,548
32.	PRUDENTIAL INS.	1,496,211
33.	HELENE CURTIS	1,404,354
34.	QUAKER OATS	1,398,570
35.	MENNEN	1,362,157
36.	AMERICAN MOTORS	1,356,902
37.	SWIFT & CO.	1,353,044
38.	CARNATION	1,333,749
39.	NESTLE	1,309,254
40.	SCHLITZ BREWING	1,288,221
41.	GOODYEAR	1,260,493
42.	STANDARD BRANDS	1,225,370
43.	EASTMAN KODAK	1,215,998
44.	PET MILK	1,192,800
45.	HAZEL BISHOP	1,176,407
46.	ALCOA	1,176,259
47.	SYLVANIA	1,164,740
48.	RALSTON-PURINA	1,161,378
49.	SWEETS CO.	1,157,259
50.	STERLING DRUG	1,139,500
51.	GULF OIL	1,121,832
52.	SPERRY RAND	1,118,093
53.	SCHICK	1,083,225
54.	AMERICAN DAIRY	1,070,216
55.	AMERICAN CHICLE	990,474
56.	U. S. STEEL	984,120
57.	ARMSTRONG CORK	982,720
58.	RCA	976,519
59.	FIRESTONE	954,548
60.	STUDEBAKER-PACKARD	904,434
61.	BEST FOODS	901,123
62.	TEXAS CO.	884,304
63.	REYNOLDS METALS	881,148
64.	NATIONAL BISCUIT	850,876
65.	H. J. HEINZ	828,424
66.	WARNER-LAMBERT	826,677
67.	CBS	804,419
68.	AVCO	800,007
69.	JOHNSON & JOHNSON	767,434
70.	AMANA SOCIETY	754,846
71.	BRILLO	734,895
72.	E. I. DU PONT	719,298
73.	AT&T	682,866
74.	WILDROOT	661,473
75.	CHESEBROUGH-POND'S	653,022
76.	PUREX	651,216
77.	B. F. GOODRICH	651,180
78.	PABST BREWING	636,332
79.	SIMONIZ	633,078
80.	MAYTAG	626,310
81.	SPEIDEL	602,151
82.	AMERICAN RADIATOR	601,324
83.	SHEAFFER PEN	597,405
84.	S.O.S.	594,372
85.	ANDREW JERGENS'	591,210
86.	SINGER	580,380
87.	U. S. RUBBER	577,944
88.	THOMAS J. LIPTON	571,860
89.	ANHEUSER-BUSCH	566,994
90.	ADMIRAL	556,620
91.	GERBER	554,866
92.	INTL. CELLUCOTTON	553,443
93.	JULES MONTENIER	549,009
94.	LEHN & FINK	535,731
95.	CORN PRODUCTS REF'NG	528,355
96.	CONTINENTAL BAKING	526,043
97.	MONSANTO CHEMICAL	520,176
98.	MOGEN DAVID WINE	519,516
99.	SUNBEAM	518,924
100.	WHIRLPOOL-SEEGER	518,758
101.	MURRAY CORP. OF AM.	508,850
102.	KNOMARK	499,371
103.	WESSON & SN'DRIFT	465,982
104.	LANOLIN PLUS	462,592
105.	SPERRY & HUTCHINSON	457,575
106.	PEARSON PHARMA.	456,336
107.	HALLMARK CARDS	446,207
108.	MINN. MINING & MFG.	442,194
109.	ELGIN NAT'L WATCH	414,570
110.	MARS	409,217
111.	WELCH GRAPE JUICE	408,884
112.	OLIN MATHIESON CHEM.	400,144
113.	WRIGLEY	398,220
114.	MAYBELLINE	393,021
115.	KENDALL	367,830
116.	NOXZEMA CHEMICAL	363,816
117.	GENERAL CIGAR	362,898
118.	JOHNS-MANVILLE	358,674
119.	GOLD SEAL	355,936
120.	EMERSON DRUG	354,885
121.	QUALITY GOODS MFRS.	352,634
122.	PARKER PEN	344,673
123.	HAWAIIAN PINEAPPLE	343,145
124.	YARDLEY OF LONDON	342,125
125.	BLOCK DRUG	336,765
126.	STATE FARM MUTUAL	333,632
127.	MINUTE MAID	330,743
128.	PAPER-MATE	328,367
129.	GROVE LABS	319,858
130.	J. P. STEPHENS CO.	318,006
131.	TIME INC.	314,520
132.	ALUMINIUM LTD.	304,438
133.	CARTER PRODUCTS	303,815
134.	MUTUAL OF OMAHA	302,665
135.	BEECH-NUT PACKING	297,283
136.	AB-PT INC.	285,531
137.	JOHN H. BRECK	283,000
138.	HERTZ MOUNTAIN	280,442
139.	BULOVA WATCH	279,165
140.	CURTISS CANDY	273,022
141.	PAN AMERICAN	272,010
142.	DOW CHEMICAL	269,154
143.	FALSTAFF BREWING	265,715
144.	NECCHI—SEW. MACH.	257,216
145.	AMERICAN HOME FOODS	247,138
146.	CALIFORNIA PACKING	247,006
147.	JOE LOWE CORP.	246,774
148.	WANDER CO.	246,435
149.	STANDARD OIL (IND.)	245,499
150.	AMERICAN MEAT INSTITUTE	242,738
151.	VICK CHEMICAL	240,372
152.	AMERICAN SAFETY RAZOR	236,824
153.	OUTBOARD MARINE & MFG.	231,655
154.	MANHATTAN SOAP	228,200
155.	SHULTON	224,440
156.	CARRIER	220,448
157.	GLIDDEN CORP.	219,341
158.	NORWICH CHEMICAL	217,944
159.	CIBA	215,663
160.	WESTERN UNION	205,260
161.	MORTON SALT	205,012
162.	LETTUCE INC.	204,748
163.	MATTEL INC.	204,633
164.	SERTA ASSOC.	200,068
165.	A. E. STALEY MFG.	195,055
166.	POLAROID	194,128
167.	MOBILE HOMES CORP.	191,088
168.	CONVERTED RICE	184,630
169.	HAMM BREWING	184,497
170.	CHUN KING SALES	180,985
171.	ROTO-BROIL	179,550
172.	GLAMORENE	176,000
173.	HOOVER CO.	174,975
174.	DIXIE CUP	165,049
175.	DORMEYER	162,940
176.	UPJOHN	162,488
177.	CROWELL-COLLIER	161,999
178.	CLUETT PEABODY	155,708
179.	PHILCO	145,245
180.	SMITH, KLINE & FRENCH	141,561
181.	5-DAY LABS	141,020
182.	BISSELL CARPET SWP.	139,532
183.	HUPP CORP.	136,145
184.	CHUNKY CHOCOLATE	131,310
185.	INTERNATIONAL SHOE	130,284
186.	SPOOL COTTON CO.	124,000
187.	REDDI-WIP	123,600
188.	AMERICAN VISCOSE	119,036
189.	C. H. MASLAND & SONS	117,865
190.	J. A. WRIGHT & CO.	110,457
191.	WEBSTER CHICAGO	108,680
192.	PAULSBORO MFG.	106,804
193.	SHALER CO.	102,517
194.	SIMPLICITY PATTERN	101,360
195.	PHARMA-CRAFT	96,540
196.	TV TIME FOODS	94,635
197.	STERN'S NURSERIES	92,155
198.	VAN CAMP	84,845
199.	SEVEN-UP	83,165
200.	DOUGLAS FIR PLYWOOD ASSN.	78,828

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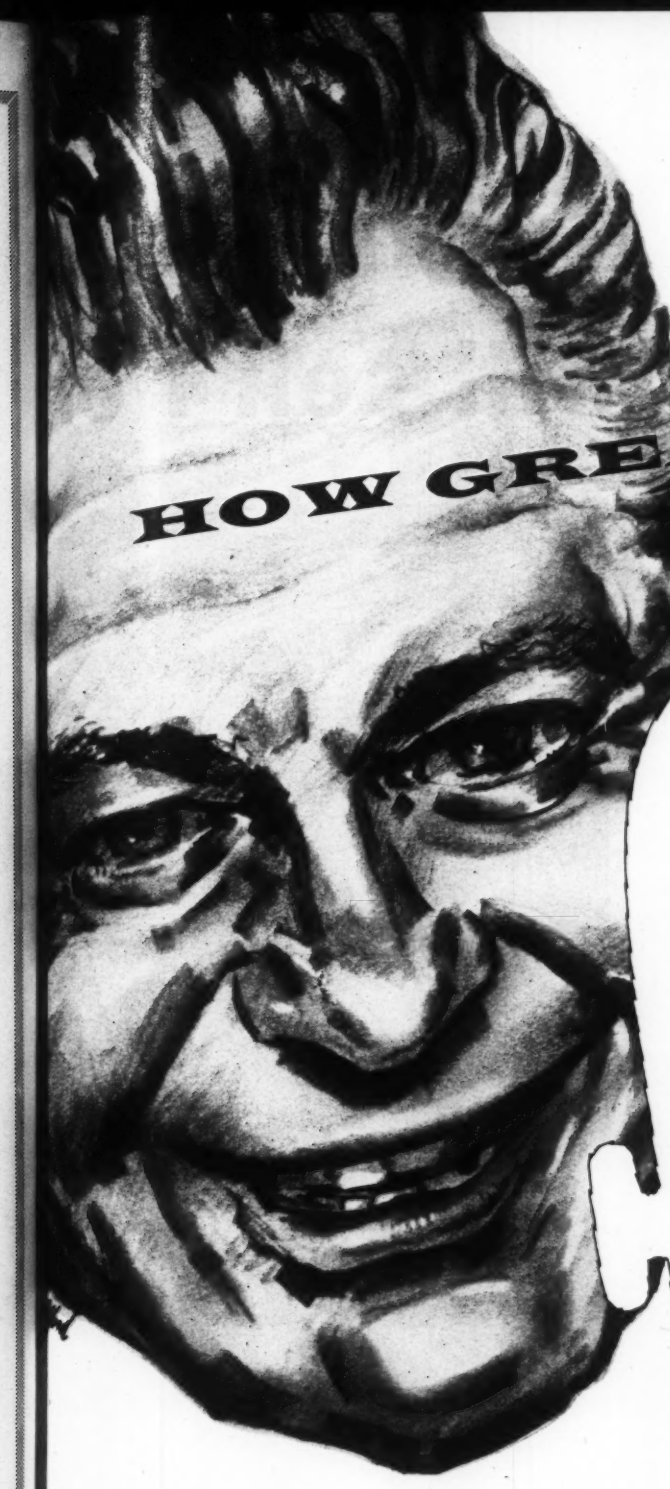


HOW GREAT IS GRADY

TODAY

GREAT ENOUGH to win—hands down—each of the 83 quarter hours he's on the air each week.

GREAT ENOUGH to be named Charlotte's most popular radio personality with a 150% lead over the next best-liked.

SO GREAT that a completely unknown product secured eleven area distributors by telling them the product would be advertised on "Grady Cole Time."

TODAY, as for the past 27 years, Grady Cole has the key to 2½ million Carolina hearts and pocketbooks. To unlock both by the millions, call WBT or CBS Radio Spot Sales, for Grady availabilities.

WBT Radio

CHARLOTTE, N.C.—50,000 WATT COLOSSUS OF THE CAROLINAS
JEFFERSON STANDARD BROADCASTING COMPANY

NBC RADIO'S NEW
will sell her

Only on NBC Radio will the lady find such variety of entertainment every weekday afternoon. And only on NBC Radio can advertisers buy one-minute participations in afternoon programs — even dramatic shows — for less than $1,000 per minute.

DRAMA . . . beginning at 3:00 p.m. (EDT)

She'll hear FIVE STAR MATINEE, *complete, live half-hour* plays based on stories by her favorite authors of women's magazine fiction . . . with Broadway star David Wayne as host-narrator. Next — three favorite day-dramas: HILLTOP HOUSE, PEPPER YOUNG'S FAMILY, and WOMAN IN MY HOUSE. Then MARY MARGARET McBRIDE in her new quarter-hour chats.

MUSIC . . . at 4:30 p.m. (EDT)

An hour of melody. FRED WARING'S SONGFEST presents Fred as host, with choral groups and top name stars direct from the Waring Workshop. Then to CAFE LOUNGE at the Hotel Statler in New York for the *live* rhythms of one of America's leading cocktail combos.

INFORMATION . . . at 5:30 p.m. (EDT)

Rounding out her afternoon, a stream of NEW IDEAS, reports from the BUSINESS WORLD, results on SPORT-O-RAMA, and Dr. George Gallup's OBSERVATIONS on public opinion trends.

Here's variety to satisfy the housewife's afternoon moods . . . just as NBC BANDSTAND brightens her morning hours. It's an opportunity to spread your sales messages *throughout* the day, for under $1,000 per commercial minute.

Let your NBC Radio Network representative show you *all* the advantages.

NBC RADIO NETWORK
a service of RCA

AFTERNOON LINE-UP

in any mood

SPOT BUYING CATEGORIES

SPOT TV advertising expenditures by categories for the second quarter of 1956 show foods and grocery products to be the most extensive users of spot television, followed by cosmetics, alcoholic beverages, tobacco products, drugs, confections and soft drinks, household laundry products, dental products, gasoline and motor oils, and automotive (to round out the top ten).

Nine of that list were also in the spot tv top ten for the last quarter of last year. Dental products showed a 60% gain in spot tv advertising, which raised the rank order of this class from 11th in the final 1955 quarter to eighth in the second quarter of 1956. Consumer services, which dropped from 10th to 11th place, had practically the same spot billings in each quarter: $3,146,000 in October-December, 1955; $3,126,000 in April-June, 1956.

Biggest dollar gain was shown by cosmetics, whose spot tv billings rose from $7,864,000 in the last quarter of last year to $9,541,000 in the second quarter of this year, up almost one-fourth. Biggest drop was in drug advertising, which in April-June, 1956 used $6,648,000 worth of spot tv time, down more than 25% from the $8,909,000 spent in the last three months of 1955. Automotive advertising was also down appreciably, from $5,321,000 to $3,556,000, a drop of about one-third.

Less important dollarwise but somewhat harder to understand are the decreases of more than 10% in clothing advertising and about 5% in advertising of ale, beer and wine, two kinds of products which might have been expected to step up their advertising with the approach of warm weather.

For a more detailed comparison of spot tv advertising in late spring and early summer of this year and in late fall and early winter of last year, the table below, covering spot tv expenditures by categories for April-June 1956, may be matched with a similar table for October-December 1955 [B•T, April 16]. Comparable first-quarter figures, January-March 1956, are also available [B•T, May 14]. These lists were all released by TvB from materials collected and computed by N. C. Rorabaugh Co.

Agriculture	**$ 327,000**
Feeds, Meals	*252,000*
Miscellaneous	*75,000*
Ale, Beer & Wine	**9,009,000**
Beer & Ale	*7,916,000*
Wine	*1,093,000*
Amusements, Entertainment	**139,000**
Automotive	**3,556,000**
Anti-Freeze	*6,000*
Batteries	*56,000*
Cars	*2,447,000*
Tires & Tubes	*224,000*
Trucks & Trailers	*39,000*
Miscellaneous Accessories & Supplies	*784,000*
Building Material, Equipment, Fixtures, Paints	**1,175,000**
Fixtures, Plumbing, Supplies	*157,000*
Materials	*212,000*
Paints	*384,000*
Power Tools	*253,000*
Miscellaneous	*169,000*
Clothing, Furnishings, Accessories	**2,221,000**
Clothing	*1,480,000*
Footwear	*674,000*
Hosiery	*25,000*
Miscellaneous	*42,000*
Confections & Soft Drinks	**5,322,000**
Confections	*1,822,000*
Soft Drinks	*3,500,000*
Consumer Services	**3,126,000**
Dry Cleaning & Laundries	*26,000*
Financial	*505,000*
Insurance	*474,000*
Medical & Dental	*51,000*
Moving, Hauling, Storage	*106,000*
Public Utilities	*1,374,000*
Religious, Political, Unions	*254,000*
Schools & Colleges	*31,000*
Miscellaneous Services	*305,000*
Cosmetics & Toiletries	**9,541,000**
Cosmetics	*3,093,000*
Deodorants	*827,000*
Depilatories	*148,000*
Hair Tonics & Shampoos	*1,996,000*
Hand & Face Creams, Lotions	*129,000*
Home Permanents & Coloring	*1,134,000*
Perfumes, Toilet Waters, etc.	*372,000*
Razors, Blades	*205,000*
Shaving Creams, Lotions, etc.	*849,000*
Toilet Soaps	*736,000*
Miscellaneous	*53,000*
Dental Products	**4,442,000**
Dentifrices	*3,893,000*
Mouthwashes	*351,000*
Miscellaneous	*198,000*
Drug Products	**6,468,000**
Cold Remedies	*67,000*
Headache Remedies	*1,116,000*
Indigestion Remedies	*1,986,000*
Laxatives	*942,000*
Vitamins	*268,000*
Weight Aids	*614,000*
Miscellaneous Drug Products	*1,153,000*
Drug Stores	*322,000*
Food & Grocery Products	**28,381,000**
Baked Goods	*5,219,000*
Cereals	*2,068,000*
Coffee, Tea & Food Drinks	*5,292,000*
Condiments, Sauces, Appetizers	*1,453,000*
Dairy Products	*2,214,000*
Desserts	*945,000*
Dry Foods (Flour, Mixes, Rice, etc.)	*957,000*
Frozen Foods	*1,897,000*
Fruits & Vegetables, Juices (except frozen)	*1,666,000*
Macaroni, Noodles, Chili, etc.	*484,000*
Margarine, Shortenings	*1,243,000*
Meat, Poultry & Fish (except frozen)	*1,579,000*
Soups (except frozen)	*245,000*
Miscellaneous Foods	*1,808,000*
Food Stores	*1,312,000*
Garden Supplies & Equipment	**187,000**
Gasolines & Lubricants	**4,206,000**
Gasoline & Oil	*3,989,000*
Oil Additives	*166,000*
Miscellaneous	*51,000*
Hotels, Resorts, Restaurants	**99,000**
Household Cleaners, Cleansers, Polishes, Waxes	**2,301,000**
Cleaners, Cleansers	*1,317,000*
Floor & Furniture Polishes, Waxes	*336,000*
Glass Cleaners	*111,000*
Home Dry Cleaners	*355,000*
Shoe Polish	*38,000*
Miscellaneous Cleaners	*144,000*
Household Equipment—Appliances	**2,430,000**
Household Furnishings	**958,000**
Beds, Mattresses, Springs	*812,000*
Furniture & Other Furnishings	*146,000*
Household Laundry Products	**5,242,000**
Bleaches, Starches	*328,000*
Packaged Soaps, Detergents	*4,594,000*
Miscellaneous	*320,000*
Household Paper Products	**1,502,000**
Cleansing Tissues	*399,000*
Food Wraps	*248,000*
Napkins	*375,000*
Toilet Tissue	*286,000*
Miscellaneous	*194,000*
Household, General	**1,092,000**
Brooms, Brushes, Mops, etc.	*145,000*
China, Glassware, Crockery, Containers	*24,000*
Disinfectants, Deodorizers	*164,000*
Fuels (heating, etc.)	*33,000*
Insecticides, Rodenticides	*261,000*
Kitchen Utensils	*10,000*
Miscellaneous	*455,000*
Notions	**98,000**
Pet Products	**1,174,000**
Publications	**183,000**
Sporting Goods, Bicycles, Toys	**102,000**
Bicycles & Supplies	*23,000*
General Sporting Goods	*2,000*
Toys & Games	*39,000*
Miscellaneous	*38,000*
Stationery, Office Equipment	**54,000**
Television, Radio, Phonograph, Musical Instruments	**554,000**
Antennas	*41,000*
Radio & Television Sets	*279,000*
Records	*199,000*
Miscellaneous	*35,000*
Tobacco Products & Supplies	**7,371,000**
Cigarettes	*7,034,000*
Cigars, Pipe Tobacco	*337,000*
Transportation & Travel	**898,000**
Air	*324,000*
Bus	*317,000*
Rail	*218,000*
Miscellaneous	*39,000*
Watches, Jewelry, Cameras	**1,982,000**
Cameras, Accessories, Supplies	*51,000*
Clocks & Watches	*1,602,000*
Jewelry	*73,000*
Pens & Pencils	*256,000*
Miscellaneous	**1,444,000**
Trading Stamps	*415,000*
Miscellaneous Products	*438,000*
Miscellaneous Stores	*591,000*
Total	**$105,584,000**

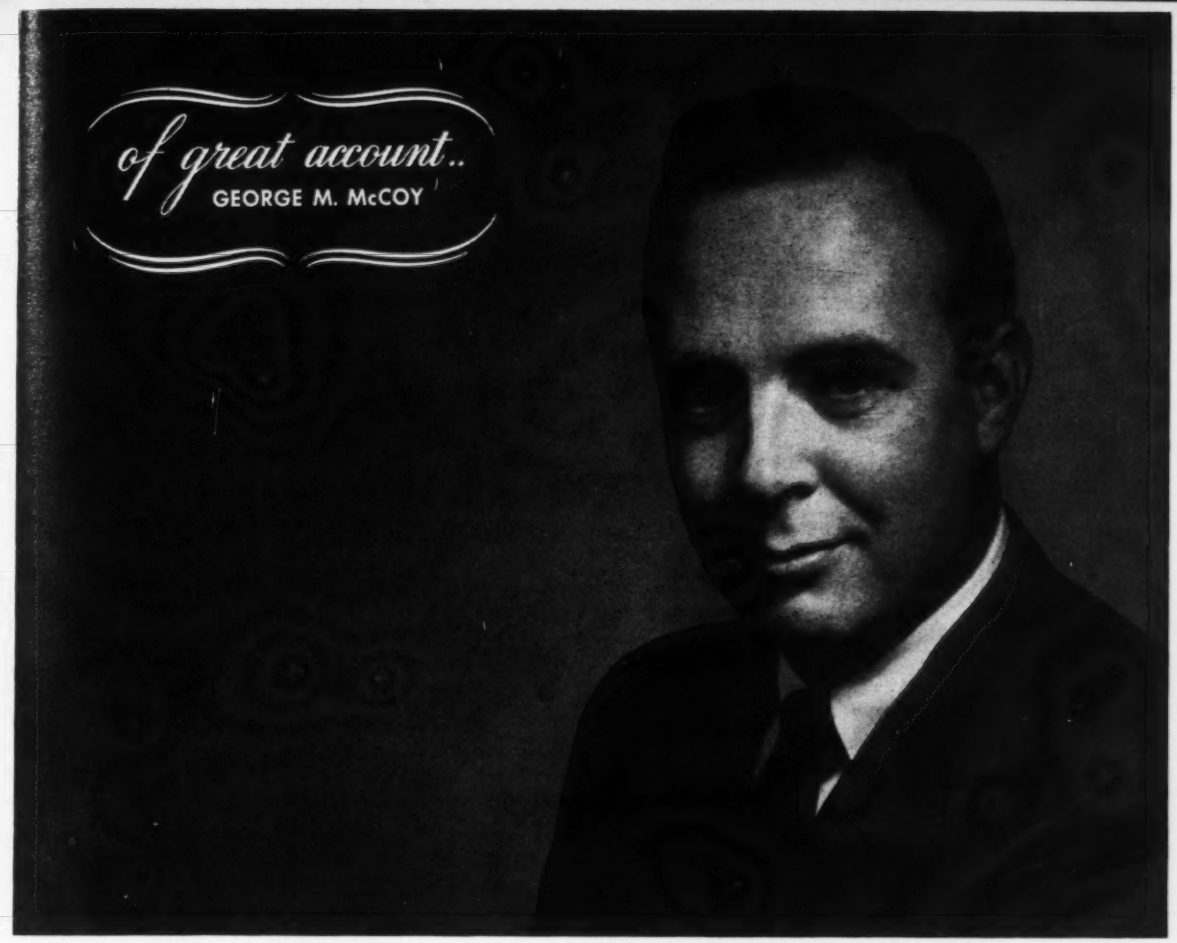


Photo by Fabian Bachrach

"KMTV Sells for our clients in Rich Multi-State Market Area,"

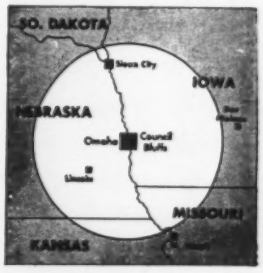
states George M. McCoy, Manager of Broadcast Media for N. W. Ayer.

"In advertising for highly competitive brands, it's sales results that count. That's why we select KMTV in Omaha. We've placed advertising for many of our clients on KMTV for many years because it's an effective media to reach and sell customers in Omaha and surrounding area."

KMTV's low channel 3 and maximum power, combined with flat terrain, cover a market area in five states. And this huge area is sold, *presold,* on KMTV's popular local and network programs . . . in color and black and white!

KMTV is among the top spot 20! Of 267 stations participating in a N. C. Rorabaugh Co. survey in 181 markets in 48 states and Hawaii for the first quarter of 1956, KMTV was among the top 20 stations in the number of national spot accounts according to a list published in the July, 1956, Television Age.

There's the proof! Follow the lead of these successful local and national advertisers—*KMTV* is *the place to be!* Contact KMTV direct or see Petry today.



KMTV Market Data*	
Population	1,536,900
TV Homes	373,000
Families	477,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

*Survey of Buying Power

COLOR TELEVISION CENTER

KMTV CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA

Represented by Edward Petry & Co., Inc.

NEW CARTOON CHAM

Build up your whole schedule...program the winner and all-time favorite. He's loaded with 234 cartoons that will wallop your ratings sky-high! And 114 of them are in COLOR, at no extra charge. Get that big boost in business—grab POPEYE. He's packed with pulling power and selling power.

POPE

BULLETIN! from WPIX

POPEYE SOLD
LAUNCHING!...
SCOOP-UP 20
PARTICIPAT
A MONTH-AND
STARTIN

Sales will go like

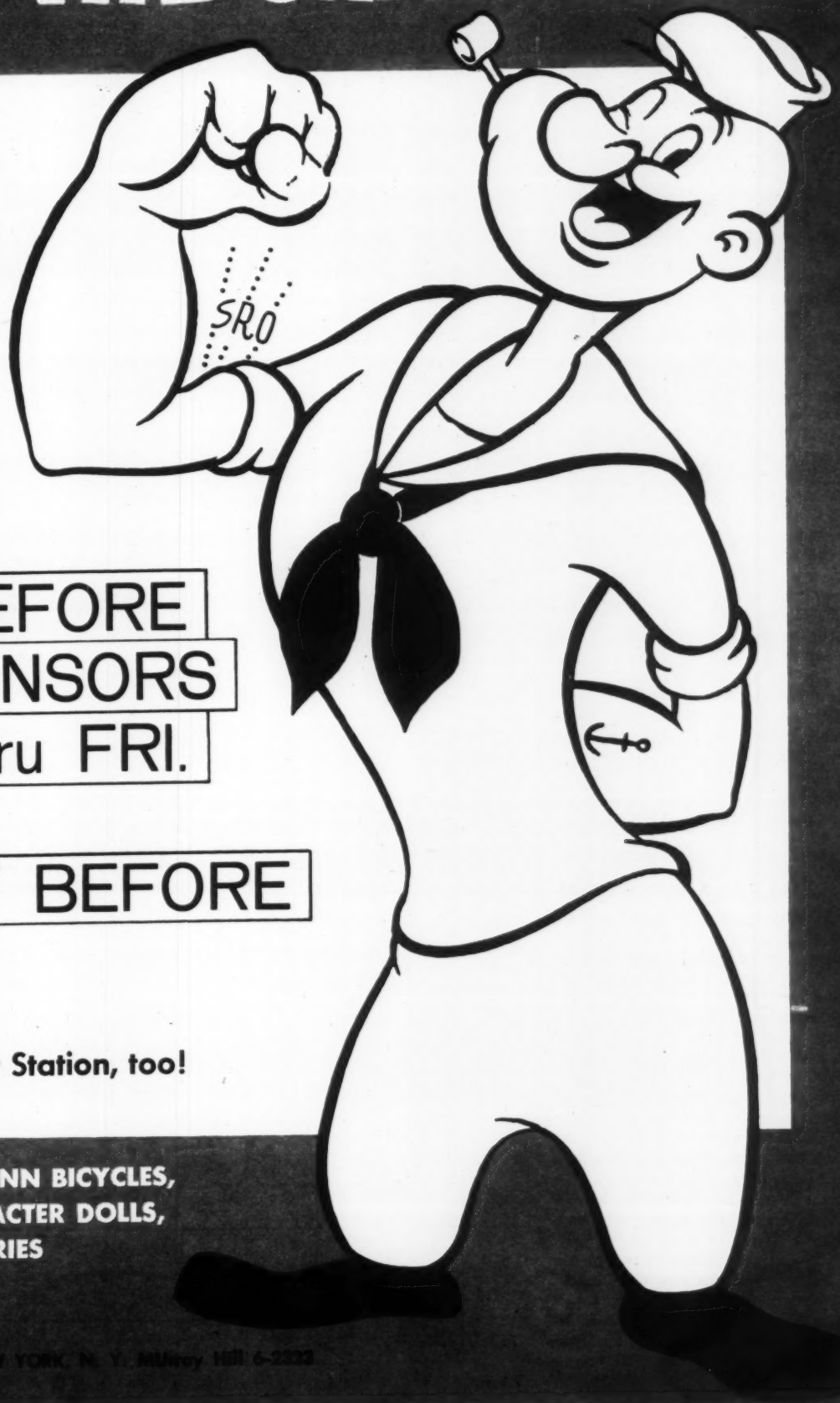
* MARS BARS, BOSCO
JUNKET, FRITOS
REMCO TOYS

For details and prices in your market, call today.

A.A.P.

ASSOCIATED ARTISTS PRODUCTIONS, INC.

P OF THE CHANNELS!



YE

N. Y.

OUT BEFORE
P* SPONSORS
MON. thru FRI.
ONS
A-HALF BEFORE
DATE!

wildfire on *your* Station, too!

SEVEN-UP, SCHWINN BICYCLES,
AMERICAN CHARACTER DOLLS,
MILES LABORATORIES

MADISON AVE., NEW YORK, N. Y. MUrray Hill 6-2323

BOTH REGION AND SEASON HAVE EFFECT ON U. S. TELEVISION VIEWING PATTERNS

ARB director reports that time spent watching is most stable in California, with very little drop-off in summer months, than other parts of the country because of less-pronounced seasonal changes in the weather. Central and Eastern tv habits are relatively the same. This analysis is a feature of the 1956-57 TELECASTING YEARBOOK & MARKETBOOK, now in the mails to subscribers (story, page 35).

By James W. Seiler

YOUR Californian, blessed with year-round "outdoor" weather, watches tv nearly as faithfully during evenings in August as in January. Easterners, compelled to cram their outside activity into a few months, do considerably more evening viewing in winter than in summer.

This fact came to light when we compiled our Monday-through-Friday ARB sets-in-use reports for the Eastern, Central and Pacific time zones for 1955. The Pacific zone figures are, of course, heavily weighted by returns from Los Angeles, where the concentration of sets is greatest.

In the Far West, for example, an average of 69% of the sets are in use at 9 p.m. in January, 59% in August—a drop of only 10%. In the East, 9 p.m. viewing approximates 70% in January, but dips to 49% in August—twice as much slippage. Percentages for the Central zone, as could be expected, are similar to those for the East.

Winter and summer graph lines for all three time sectors stay pretty close together throughout the morning and afternoon periods. Generally, viewing rises from less than 10% at 7 in the morning to about 15% by 11 a.m., slumps somewhat after the lunch hour, then rises rapidly at 4:30 p.m., when the popular children's programs come on. The percentage climbs sharply into the early evening hours during winter, slightly more gradually in summer. Seven-to-10 p.m. remains the peak period in every area of the country, winter or summer. By 11:30 p.m., all but approximately 15% have clicked off their sets and retired.

Westerners, apparently, have done more summer evening watching than their Eastern relations since the inception of television. ARB surveys covering 1951 and 1953 indicate about the same differential as those for 1955. Five years ago, they reveal, 63 out of 100 western sets were in use at 8 p.m. in January, 50 out of 100 in August. But in the East at that hour, 74 out of 100 were in use in January vs. only 37 in August.

Sponsors might well ponder this sign of video's year-round strength in the Pacific states. Possibly too many have accepted the supposition that evening watching is off to a like extent in summer in every locality.

In another survey, we compared annual sets-in-use averages for each year back through 1951. They disclose that the pattern of 7 a.m.-to-midnight viewing has changed very little in the past half-decade. The greatest variation, naturally, has taken place in morning sets-in-use because of increased programming. In 1951, for instance, when few stations came on the air before noon, fewer than 4% of all sets were turned on at 12 o'clock. By the current year, that figure had risen to 23%. But beginning at 2 p.m., sets-in-use totals for 1951 are almost identical to those of each succeeding year clear through to the sign-off hour of 1 a.m.

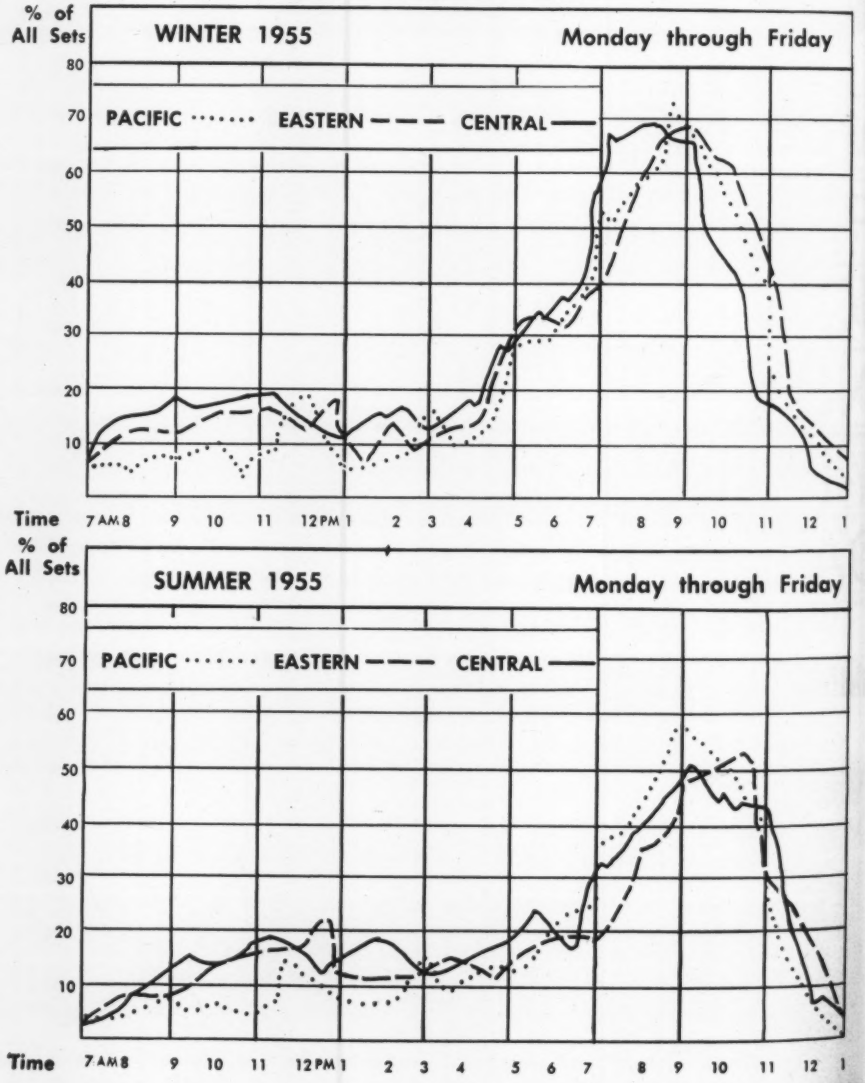
In interesting contrast to this we have the rise shown in the sets-in-use figures for the first portion of 1956 over the same months of 1955. Average U. S. viewing this past spring (March, April, May) compared as follows with that of 1955's spring: 1.1% higher for the hours 8 a.m. to noon; 1.5% higher noon to 3 p.m.; 4.2% higher 3 to 7 p.m., and 1.3% higher 7 to 11 p.m.

The late-afternoon-early-evening period, it can be seen, has taken the most substantial jump. Since this time is occupied mainly with children's shows, this category seems to have attracted new "trade" most effectively.

A month-to-month averaging, by the way, shows that the two big breaks in tv watching across the country take place approximately on November 1 and May 1. In 1955, as illustrated, evening sets-in-use dropped 7.2% from April to May, but leaped 5.9% from October to November. The May decline this year was less—an even 5%. Evening viewing throughout the six-month "off" period of last summer was an average 13% below that of the six-month "on" period that followed.

In looking over figures such as these, we are always amazed to note how basic a part of American life television has become. Short of the automobile no other single factor has so thoroughly injected its influence —and none other has done it so fast. Each year more people watch more television than ever before. From all indications this audience growth is slated to continue for a number of years to come.

HOW THEY WATCH
(Sets in Use by Time Zones)



Johnny Grant
Afternoons

Maestro Johnny's "Freeway Club" is a daily "must" for thousands of plant workers driving home.

Ira Cook
Midday

Ira keeps vast numbers of Angelenos tuned to 710 for his daily pick of current top tunes.

Dick Whittinghill
Mornings

Dick's "Clock Watcher" program is a top favorite with listeners at home or off to work by car.

Bill Stewart
Evenings

Through the dinner hour and early evening Bill attracts a large, loyal, growing audience.

John McShane
On 'til Dawn

John's all-night record show reaches an amazingly large audience all over Southern California.

Meet the Men whose Music makes

KMPC

the most popular independent in Southern California

SEVEN DAYS A WEEK

★ KMPC's *share of audience* averages 12.6. Its average *rating* is 3.2+. (The Pulse, Inc., May-June, 1956, 6:00 A.M. to midnight, Sunday through Saturday). KMPC outranks all other independents and three networks in over-all rated periods, in this, the nation's third largest market.

KMPC

710kc Los Angeles

50,000 watts days - 10,000 watts nights

Gene Autry, President • R. O. Reynolds, Vice-Pres. & Gen. Mgr

Represented Nationally by AM Radio Sales Company

NEW SPOT: CREW CUTS PLUG BEER

TELEVIEWERS in selected tv markets soon will be seeing a good deal of a catchy new commercial familiar to listeners in numerous radio markets for the past few months.

D'Arcy Adv. Co., St. Louis, has completed production on a series of 20- and 60-second tv spots for Anheuser-Busch Inc., which feature the Crew Cuts vocal group and which is being released to approximately 40 tv stations.

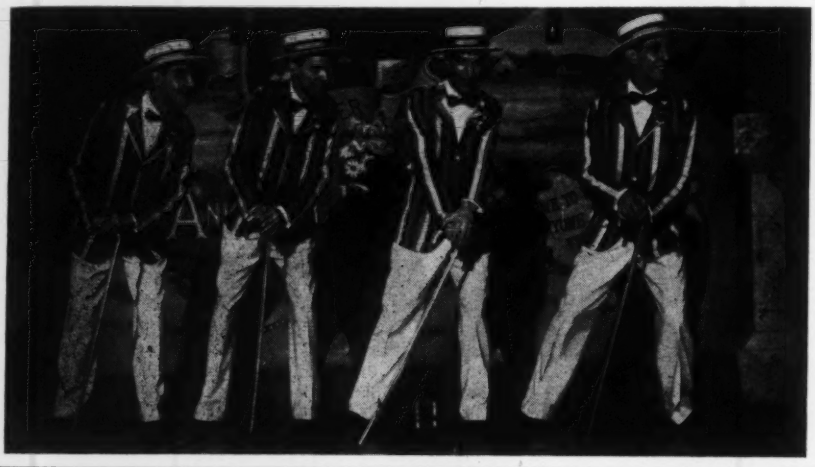
Since last April, radio listeners in some 100 markets have been hearing, with increased regularity, "Where's There's Life . . . There's Budweiser." The commercial also will serve as the basis for a nationally distributed instrumental by Coral Records.

Braced with numerous "unsolicited" favorable comments from stations which have aired the radio announcements—and convinced that a tv commercial can entertain the viewer while selling him—D'Arcy signed the Crew Cuts to film the Budweiser commercial on location at Universal International Studios — against varied settings. Musical arrangements vary in tempos to set different moods.

Anheuser-Busch already has tried out the filmed spots on local (St. Louis) baseball telecasts and is distributing them in other markets, probably on a 26-week basis (similar to the radio series, which is being repeated in cycles through the fall).

Both the radio and tv series mark the first time Budweiser has utilized singing commercials. Brewery officials, in setting Budweiser's 1956-57 campaign, selected the "Where's There Life" idea as the basic theme for all media. The agency then proceeded to integrate it into every possible advertising activity, and set it to words and music. It found the tune could be done in a variety of musical moods.

The commercial version, to be recorded by George Cates, recording chief of Coral Records, was sent out to local station disc jockeys July 17 and distributed generally July 24, according to D'Arcy.



Question-and-Answer Booklet Test for Sales, Advertising

THE QUESTION-AND-ANSWER method of revealing strengths and weaknesses, basis of thousands of semi-serious personality lists of questions published by newspapers and magazines by which their readers can discover their own capacities for succeeding in business, love, marriage, etc., has been applied to sales and advertising by The Wexton Co., New York advertising agency, in a 17-page "Total Marketing" questionnaire.

Said by Larry Schwartz, Wexton president, to be the basis of campaigns that have sold more than $50 million worth of merchandise and services, the "Total Marketing" form includes hundreds of questions whose answers are designed to help any manufacturer take an objective look at his own production, distribution, sales and advertising policies and procedures. Copies are available at $1 each from the agency at 11 E. 47 St., New York 17, N. Y.

Miller Brewing Co. Joins Sponsors of 'Code Three'

MILLER BREWING CO., through Mathisson & Assoc., both Milwaukee, last week became the fourth major U. S. brewer to sponsor ABC-TV film syndication *Code Three*. The purchase for fall showing was made for Milwaukee, La-Crosse, Madison, Eau Claire, Wausau and Green Bay, all Wisconsin. These six markets bring *Code 3's* penetration to 80, 28 of which are brewer sponsored. Other brewers are Stroh Brewery Co. (through Zimmer, Keller & Calvert, both Detroit), Erie Brewing Co. (through the Yount Co., both Erie, Pa.), and Rheingold Brewing Co. (through Foote, Cone & Belding, both Los Angeles).

Single market sales for *Code 3* this past month as reported by Sales Vice President Don L. Kearney also included Tucson, Salt Lake City, Dallas and Rochester, N. Y. In the latter market, Mr. Kearney reported, the show will be sponsored alternately by the General Cigar Co. (through Young & Rubicam, N. Y.) and Lewis General Tires Inc., Central New York distributor for General tires.

Pennzoil in Network Radio

PENNZOIL Co. of Calif., Los Angeles, buying its first network radio in 23 years, has signed for *Bob Greene News*, Monday-through-Friday, 4:55-5 p.m. PDT on 68 stations of the Don Lee, Arizona and Intermountain Networks, it was announced Thursday by Norman Boggs, Don Lee vice president in charge of sales, Hollywood. Contract, beginning Sept. 17, was placed by Pennzoil through Killingsworth Agency, Los Angeles.

Ford Motor Seeking Tv Program Format

THERE'LL be a sleek, new Ford (contract) in the future of one of the three major tv networks, that is if one of them is able to come up with a program format that would be advantageous to both the "hard sell" of all Ford Motor Co. products as well as the automaker's institutional prestige.

Ford spokesmen in New York last week refused to commit themselves further than to say "of course we're *always* looking for new ideas and new ways to promote Ford products." It was understood, however, that Ford has been conducting high echelon talks with programming officials at CBS-TV, ABC-TV and NBC-TV. Ford's agencies—J. Walter Thompson, Kenyon & Eckhardt and Foote, Cone & Belding (recently appointed for Ford's newest, but as yet unspecified car)—were said to have stayed out of the discussions for the time being.

Though Ford has withdrawn from participation in next season's *Producers' Showcase* on NBC TV, retaining sponsorship of CBS-TV's *Ford Star Jubilee* and NBC-TV's *Ford Theatre*, it will continue to expand its tv activities, Ford spokesmen said.

Specifically, what Ford has in mind is a new program that could "sell" all divisions—consumer and industrial—while staying aloof from spectacular-type productions.

Tv Spot Campaign to Launch Philip Morris' New Package

PHILIP MORRIS INC., New York, officially opened a drive Friday for its "Hardpack" (flip-top) king size Philip Morris cigarette after six months testing the new package in Portland, Ore., Harrisburg, Pa., Charlotte, N. C., Wichita, Fresno, Calif., and other west coast markets.

On the heels of its launching of a tv spot campaign for the new pack in New York last week, PM will gradually "open up" the rest of the country between now and October, returning in late fall to its regular advertising schedule. The new package is of the same type used by PM's other brands, Marlboro, Spuds and Parliament.

Although the "hard-pack drive" merits consideration as a special campaign, N. W. Ayer & Son spokesmen told B•T that there is "very little" change in budget structure. Though PM's advertising budget has risen and continues to rise by the year, the Philip Morris "hard pack" campaign essentially consisted of copy change and relocation of spot drives.

Beauty Pageant Via Philco

ANNOUNCEMENT of Philco Corp's sponsorship of the "Miss America" beauty pageant on ABC-TV Sept. 8 is being made today (Monday) by Slocum Chapin, ABC-TV vice president in charge of sales, and Raymond B. George, Philco Corp. vice president for merchandising. Philco agency is Hutchins Adv. Co., New York. The Atlantic City telecast, slated for 10:30-12 midnight on the full ABC-TV network, marks the third consecutive year Philco has sponsored the special event.

Al E. Sharp Dies in Atlanta

AL E. SHARP, 42, partner in Liller, Neal & Battle agency, Atlanta, died Aug. 8 in Atlanta.

Mr. Sharp entered the newspaper business with the *Chattanooga* (Tenn.) *Times* and later went to the *Atlanta Constitution*. He left the *Constitution* for the advertising agency and in 1954 was named a partner.

LET'S GET BACK TO
RADIO BASICS

On the occasion of WIBW's 30th anniversary, we made a survey and came up with some startling findings. Only a handful of old timers are familiar enough with basic radio facts to judge the effectiveness of a station's coverage and audience.

Because distorted "salesmanship" and half truths have jeopardized the foundation upon which radio has been built, we are reproducing TWO BASICS OF RADIO COVERAGE that will help guide your selection of any U. S. station. Study them. Use them. They're fundamentals.

DOWN TO EARTH

The better the ground conductivity, the better any station's signal. The first step in evaluating a station's coverage is to locate it on this map. Note that WIBW is favored with the nation's highest ranking ground conductivity. This means that people living in four states can hear WIBW clearly, easily. And it's this same, wonderful soil that accounts for the rich Kansas farm land and the wealth of the farm families that make up the majority of WIBW's steady listeners.

POWER IS NOT ENOUGH

The higher a station's frequency, the smaller its coverage. High power and high frequency cancel each other out. For example, let's check WIBW on this table. Our 5,000 watts on 580 kc., with *excellent* ground conductivity delivers a socking DAYTIME half-millivolt signal *in every direction* for 200 miles. No wonder the old timers use WIBW so consistently. They're getting RESULTS because they're getting maximum coverage at minimum cost. Isn't this something that you too should consider?

APPROXIMATE RADIUS OF HALF-MILLIVOLT CONTOUR – DAYTIME

Power	Frequency	Excellent Ground	Good Ground	Fair Ground	Poor Ground	Very Poor Ground
Clear Channel Stations 50,000 watts	(640kc	302 miles	207 miles	151 miles	113 miles	76 miles
	(870kc	217 "	150 "	109 "	82 "	54 "
	(970kc	192 "	132 "	96 "	72 "	48 "
	(1190kc	160 "	106 "	77 "	58 "	39 "
	(1460kc	125 "	85 "	62 "	47 "	31 "
	(1490kc	122 "	83 "	61 "	46 "	30 "
Regional Channel Stations 5,000 watts	(550kc	237 "	162 "	118 "	89 "	59 "
	(630kc	205 "	141 "	105 "	77 "	51 "
	(880kc	145 "	97 "	71 "	53 "	35 "
	(950kc	131 "	90 "	66 "	49 "	33 "
	(1220kc	101 "	69 "	50 "	38 "	25 "
	(1450kc	84 "	58 "	42 "	31 "	21 "
Local Channel Stations 250 watts	(1200kc	54 "	38 "	27 "	20 "	14 "
	(1500kc	43 "	30 "	22 "	16 "	11 "

PRINTERS' INK *for April 26, 1940*

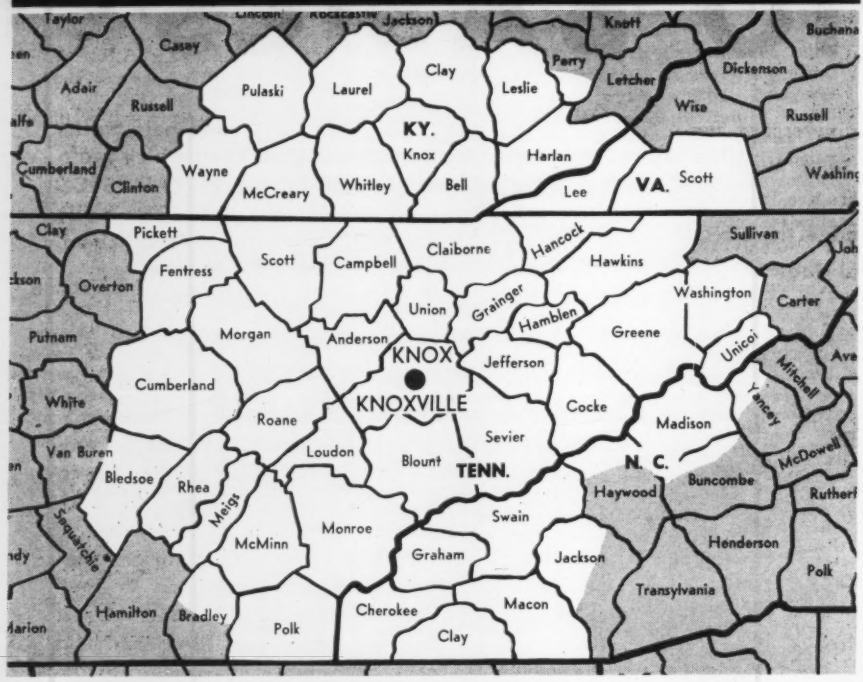
For free 8x10 copies of the above charts, call your Capper Man

OUR 30th YEAR

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

KNOXVILLE, TENN.
54th Metropolitan Market



WATE-TV OFFERS YOU:

POPULATION	1,391,280 (54 COUNTIES)
FAMILIES	345,810
RETAIL SALES	$1,081,361,650
E. B. I.	$1,290,306,630

* May 10, 1956 Sales Management Survey of Buying Power

WATE TV 6

NBC

THE POWER MARKET OF THE SOUTH
CHANNEL
100,000 WATTS
Knoxville, Tennessee

Represented Nationally by: **AVERY-KNODEL INC.**

NEW YORK • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES • CHICAGO

Increased Billings Reported By Norman, Craig & Kummel

THE management of Norman, Craig & Kummell had a laugh on skeptics last week.

Despite "unkind comments" about its prospects earlier in the year, when NC&K lost the Revlon and Blatz accounts, the agency reported that "the first six months' figures show larger billings than last year, and projections for the second six months promise far to exceed last year's."

This report was contained in a memo prepared for the NC&K staff and released last week. It concluded:

"This year should be a very good one—probably the best in our history—and best of all, we seem to be growing at a great rate."

Purpose of the memo was to announce that, effective when the space becomes available next February or March, NC&K is expanding into the entire 22nd floor at 488 Madison Ave., New York, in addition to the space it now occupies at that address.

The Democratic national committee is one of the accounts NC&K has taken on in recent months. Other clients include Warner-Lambert, Hudson Paper, Willys Jeeps, Ronson Corp., Speidel, Seeman Bros., Maidenform, and Airwick.

Radio's Place in Tv Homes

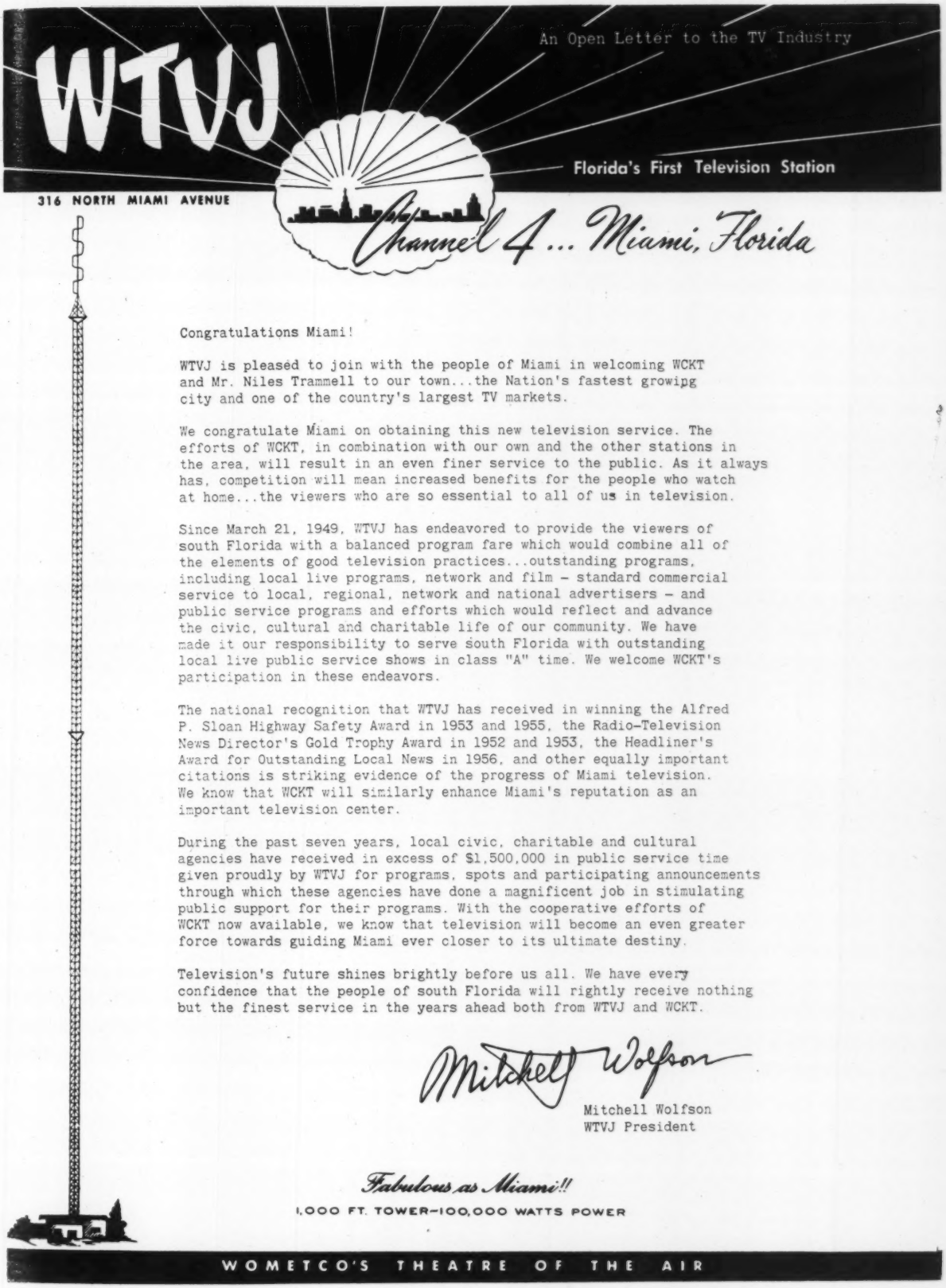
TV HOMES are radio listening homes, and consistent ones too. So notes the August issue of *Nielsen Newscast*, published by the broadcast division of A. C. Nielsen Co. During March of this year, *Newscast* reports, "tv homes accounted for almost half of all the evening radio listening and almost two-thirds of all daytime radio listening." The publication gave the following account of "radio listening in average tv homes for March of past five years (in minutes of radio listening per tv home per day): 111 minutes, 106, 116, 113, 116." These figures, *Newscast* adds, do not include listening to car radios.

Knapp-Monarch to Use Tv

KNAPP-MONARCH Co. (electrical appliances), St. Louis, fall and winter advertising program will be the largest in the firm's history, according to President R. S. Knapp. Developed by Frank Block Assoc., St. Louis and New York, the campaign will use all three tv networks to promote Liquidizer and Redi-Baker. This includes participations on ABC-TV's *Famous Film Festival*, CBS-TV's *Arthur Godfrey Show* and NBC-TV's *Today*.

Radio Spot Climb Cited

ACTUAL force of the upward climb of national spot radio this year is placed in further perspective by Lawrence Webb, managing director of Station Representatives Assn. Mr. Webb, in a report to SRA's board of directors today (Mon.), notes that the first six months of 1956 in spot radio has surpassed the previous first six months record of 1953, when national spot radio sales reached a peak of $63,918,720. This year, the comparable figure was $65,647,000, or a gain of 2.7%. SRA's second monthly report on radio spot spending, which showed the six-month upward swing, was released a few weeks ago [B•T, Aug. 6]. While the six-month total edged out the 1953 highpoint by 2.7%, it shot past the comparable period of last year by nearly 20%.


WTVJ
An Open Letter to the TV Industry
Florida's First Television Station
316 NORTH MIAMI AVENUE
Channel 4 ... Miami, Florida
Congratulations Miami!
WTVJ is pleased to join with the people of Miami in welcoming WCKT and Mr. Niles Trammell to our town...the Nation's fastest growing city and one of the country's largest TV markets.
We congratulate Miami on obtaining this new television service. The efforts of WCKT, in combination with our own and the other stations in the area, will result in an even finer service to the public. As it always has, competition will mean increased benefits for the people who watch at home...the viewers who are so essential to all of us in television.
Since March 21, 1949, WTVJ has endeavored to provide the viewers of south Florida with a balanced program fare which would combine all of the elements of good television practices...outstanding programs, including local live programs, network and film – standard commercial service to local, regional, network and national advertisers – and public service programs and efforts which would reflect and advance the civic, cultural and charitable life of our community. We have made it our responsibility to serve south Florida with outstanding local live public service shows in class "A" time. We welcome WCKT's participation in these endeavors.
The national recognition that WTVJ has received in winning the Alfred P. Sloan Highway Safety Award in 1953 and 1955, the Radio-Television News Director's Gold Trophy Award in 1952 and 1953, the Headliner's Award for Outstanding Local News in 1956, and other equally important citations is striking evidence of the progress of Miami television. We know that WCKT will similarly enhance Miami's reputation as an important television center.
During the past seven years, local civic, charitable and cultural agencies have received in excess of $1,500,000 in public service time given proudly by WTVJ for programs, spots and participating announcements through which these agencies have done a magnificent job in stimulating public support for their programs. With the cooperative efforts of WCKT now available, we know that television will become an even greater force towards guiding Miami ever closer to its ultimate destiny.
Television's future shines brightly before us all. We have every confidence that the people of south Florida will rightly receive nothing but the finest service in the years ahead both from WTVJ and WCKT.
Mitchell Wolfson
Mitchell Wolfson
WTVJ President
Fabulous as Miami!!
1,000 FT. TOWER–100,000 WATTS POWER
WOMETCO'S THEATRE OF THE AIR

Americans Spend 2 Billion Hours Weekly With Radio, Tv

THE AMERICAN PEOPLE, teenagers and adults but excluding children under 12 years of age, spend more than 2 billion hours a week watching television and listening to the radio, according to statistics gathered in the weekly interviews of A. L. Sindlinger & Co., audience research analysts.

Data compiled by Sindlinger for the week ending July 21 shows, of the total population 12 years of age or older (who pay the full adult price for movie theatre admissions) of 121,240,000 individuals, 65,348,000 (53.9%) watched tv during an average day for an average of 2 hours and 36 minutes; 56,983,000 (47.0%) listened to radio for a daily average of 2 hours and 11 minutes, and 92,263,600 (76.1%) read newspapers for an average of 33 minutes a day.

For the week, this 12-or-over group spent 1,189.3 million hours watching tv, 870.8 million hours listening to the radio, 355.2 million hours reading newspapers, compared to the 42.6% which spent 216.9 million hours at the movies.

During the past year, Sindlinger reports, tv homes have increased from 32,787,200 (68.3% of the national total) to 36,950,500 (75.4%) and adults (12 or over) with tv have increased from 87,709,500 (73.0%) in July 1955 to 95,900,800 (79.1%) in July 1956.

Allen 'Most Talked About'

STEVE ALLEN led the Sindlinger & Co. ratings of "Tv Programs That People Are Talking About" for the fifth consecutive week on the report for the week ending Aug. 4, with a 19.6% talked about rating. The *Lawrence Welk Show* replaced *$64,000 Question* in second place, with a 14.3% rating, and Ed Sullivan remained in fourth place.

Hopkins Named Agency V.P.

JOHN T. HOPKINS III, for more than 25 years general manager of WJAX Jacksonville, Fla., has joined the staff of Newman, Lynde & Assoc., Jacksonville advertising agency, as vice president. He will serve as director of the agency's television and radio department.

Mr. Hopkins, who entered the field of radio in its infancy, went to Florida early in 1925 to direct construction work on WIOD Miami and then assumed construction supervision of WJAX later that same year in Jacksonville. For two years he was chief engineer of the station and then became general manager, a post he held until 1955.

Advance Schedule
Of Network Color Shows
(All times EDT)

NBC-TV

Aug. 25 (8-9 p.m.) *Tony Bennett Show*, participating sponsors.

Aug. 26 (5-5:30 p.m.) *Zoo Parade*, sustaining (also Sept. 2).

Aug. 27-31 (3-4 p.m.) *Matinee*, participating sponsors (also Sept. 3-7, 10-14).

Aug. 29 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods, through J. Walter Thompson (also Sept. 5).

Aug. 30 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson Co. (also Sept. 6).

Sept. 2 (9-10 p.m.) *Alcoa Hour*, Aluminum Co. of American through Fuller & Smith & Ross.

[Note: This schedule will be corrected to press time of each issue of B•T]

MJ&A Expands Offices

EXPANSION of three major offices of MacManus, John & Adams to accommodate recent client additions and personnel increases was announced last week by President Ernest A. Jones. Expansion includes new wing, just completed, which adds complete floor to Bloomfield Hills (Mich.) headquarters building; new space for New York office through acquisition of 19th floor at 444 Madison Ave., effective in near future, and additions to Toronto facilities. MJ&A also has opened an office in Houston and expanded Los Angeles and San Francisco offices, but has closed offices in Baltimore, Chicago and Miami.

ORRadio Budgets For Fm

USING fm radio for the first time, ORRadio Industries Inc., Opelika, Ala., will launch the largest advertising program in its history for the fall and winter campaign, Nat Welch, vice president for sales, has announced. The campaign will be directed toward tape recorder users. ORRadio is sponsoring the five nights a week Skip Weshener show, *Accent on High Fidelity*, on WBAI-FM New York for six months. Shappe-Wilkes Inc., New York, is the agency.

Lew King, Vehon & Wolf Organized in Phoenix

A NEW advertising agency—Lew King, Vehon & Wolf Inc.—has been formed in Phoenix, Ariz., with offices at 218 W. Adams St. The agency will prepare advertising for all media.

MR. KING

President of the new firm is Lew King, known in the Arizona area not only in the advertising field but as a radio-tv personality. For the past 10 years he has operated his own agency in Phoenix under the name of Lew King Advertising Productions.

S. E. (Bud) Vehon, who comes to Phoenix from Detroit, Mich., is vice president-secretary

MR. WOLF

MR. VEHON

of the agency. He was associated for 25 years as secretary, copy chief and account executive with Luckoff & Wayburn agency.

George J. Wolf of Phoenix is the agency's treasurer. He is president of Economy Finance Co.; vice president of the First of Arizona Co., and president Contract-Mortgage-Buyers Inc.

Bulova Cities Radio Line For 18% Rise in Income

RADIO and television figured prominently in the annual meeting of stockholders of Bulova Watch Co., Flushing, N. Y., at which Board Chairman Arde Bulova and President John H. Ballard cited the firm's advertising efforts (via tv) and its expanded radio production line as part of the reason for an 18% rise in Bulova's net income over the previous year.

Due to Bulova's diversification and continued work in military research and development, Bulova's net sales this past fiscal year jumped $3,648,579 to the all-time record of $80,059,644, Mr. Ballard reported.

Mr. Ballard cited Bulova's radio receiver line as one of the firm's great assets. He said radio sales jumped 92% in the past year, gaining "a more rapid acceptance than any other radio line in America." Bulova has been manufacturing radios since late 1952, but did not begin to achieve mass market distribution until last year. The company also hopes to make a dent in the Christmas gift market this year with its new electric shaver.

Bulova's prominence in the jewelry field may be gauged, Mr. Ballard told stockholders, by its recent signing for $5 million sponsorship of the Jackie Gleason show on CBS-TV next season. "This is the first time in the industry's history," Mr. Ballard said, "that a commitment of such magnitude has been made to back up the retailer in the sale of one brand name."

LATEST RATINGS

TRENDEX

TOP TV SHOWS, WEEK OF AUGUST 1-7

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% Tv Homes
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	30.4
2.	$64,000 Challenge	Revlon	C. J. La Roche	CBS	111	Sun., 10-10:30	25.6
3.	Do You Trust Your Wife?	P. Lorillard General Motors Frigidaire Div.	Young & Rubicam Kudner	CBS	140	Tues., 10:30-11	25.4
4.	What's My Line?	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111	Sun., 10:30-11	22.5
5.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	22.4
6.	Video Theatre	Lever Brothers	J. Walter Thompson	NBC	132	Thurs., 10-11	21.3
7.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	19.9
8.	U. S. Steel Hour	U. S. Steel	BBDO	CBS	131	Wed., 10-11	18.8
9.	The Millionaire	Colgate-Palmolive	Ted Bates	CBS	139	Wed., 9-9:30	18.7
10.	Medic	Dow Chemical	MacManus, John & Adams	NBC	81	Mon., 9-9:30	18.4
11.	Talent Scouts	Toni	North Adv.	CBS	166	Mon., 8:30-9	18.4

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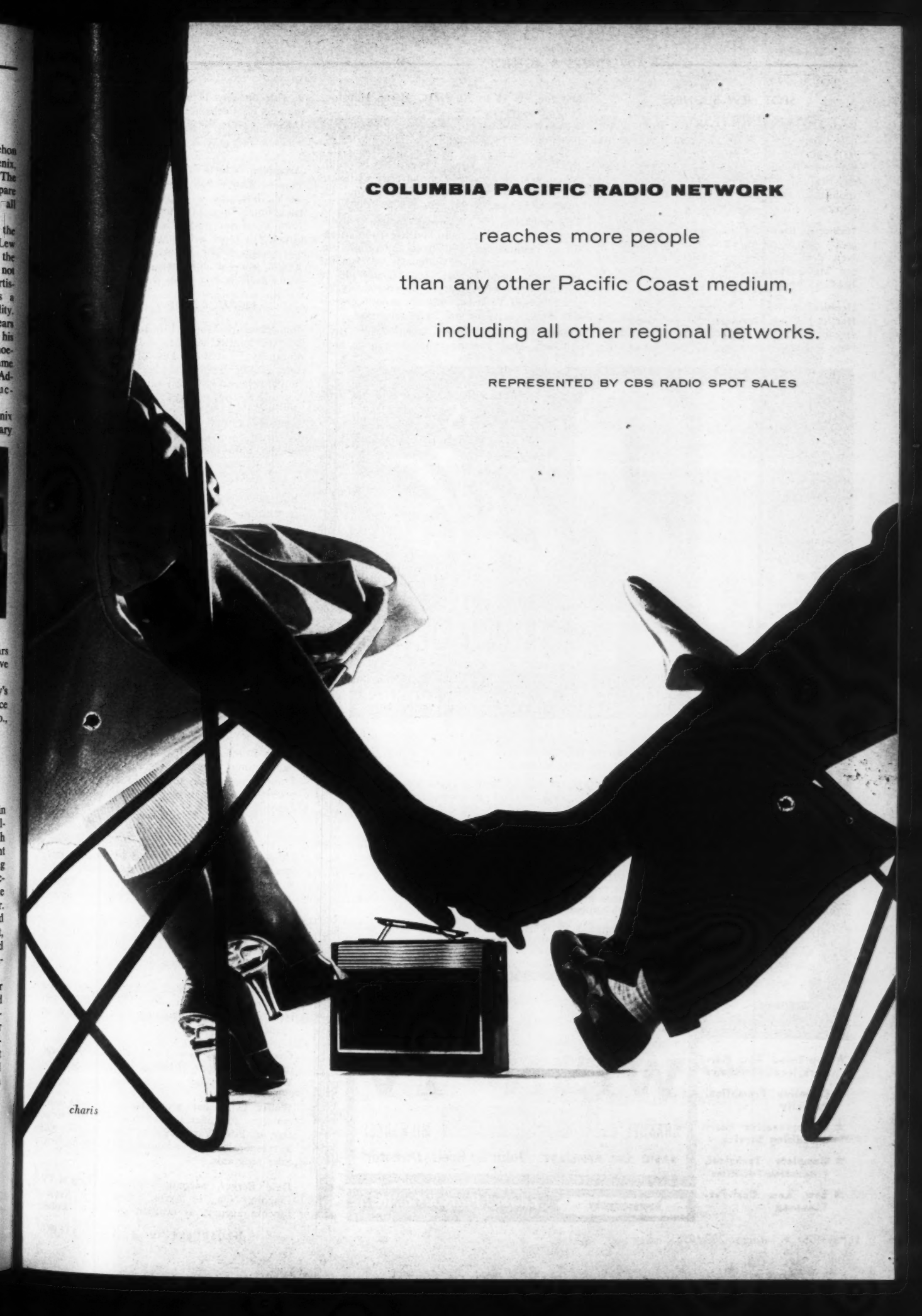

COLUMBIA PACIFIC RADIO NETWORK
reaches more people
than any other Pacific Coast medium,
including all other regional networks.
REPRESENTED BY CBS RADIO SPOT SALES
charis

SPOT NEW BUSINESS

Boyle-Midway Co. Inc. (American Home Products Corp. Div.), N. Y., currently sponsoring *Harry Babbitt Show* on alternating basis on 26 Columbia Pacific Radio Network stations, Monday-Friday, 7:45-8 p.m. PDT, assumes full sponsorship Aug. 21. J. Walter Thompson is agency.

Liebmann Breweries Inc., for its "Miss Rheingold" contest using radio spot campaign in New York, New Jersey, Connecticut and Western Massachusetts. Agency: Foote, Cone & Belding, N. Y.

Heublein Inc. (Maltex, milk drink mixture), Hartford, Conn., buying radio and tv spots in approximately 15 radio and eight tv markets in New England. Campaign will start in October and run for 16 to 20 weeks. Bryan Houston, N. Y., is agency.

Armstrong Rubber Co., Westhaven, Conn., expanding spot tv campaign this fall covering 65 markets plus network participations on *Today* (NBC-TV, 7-9 a.m.) during two weeks of political conventions. In addition, advertiser will use 15 markets for spot radio effective Aug. 15. Agency: Lennen & Newell, N. Y.

Life magazine, N. Y., through Young & Rubicam, N. Y., will use radio and television schedule, in conjunction with direct-mail promotion, to boost subscriptions. Campaign will run for one week, starting Sept. 10, 17, and 24 in various parts of country. Approximately 67 markets will be used with 50 announcements per market in radio and 20 in television.

George W. Borg Corp. (Borg Fabric Div.), Delavan, Wis., making initial tv plunge Sept. 9 with one-day tv spot campaign in 28 top markets for Borgana fabric. Agency is Douglas D. Simon Adv., N. Y.

NETWORK RENEWAL

American Chicle Co. (Dentyne, Beeman's, Pepsin, Clorets, Rolaids), Long Island City, N. Y., has renewed ABC-TV's *Ozark Jubilee* (new time: Thurs., 10-10:30 p.m. EDT) for the 1956-57 season, effective Oct. 4. Status of *Grand Ole Opry* which alternated with *Jubilee* last season in the Saturday, 7:30-9 p.m. EST period, was not announced. Agency for American Chicle is Ted Bates & Co., N. Y.

NETWORK NEW BUSINESS

John Hancock Mutual Life Insurance Co., Boston, will join RCA and RCA-Whirlpool in sponsoring five, and Buick Div. of General Motors, one, of NBC-TV's *Producers' Showcase* presentations next season (every fourth Monday, 8-9:30 p.m. EDT, starting Sept. 17). RCA and RCA-Whirlpool co-sponsor full schedule. Agencies: McCann-Erickson for John Hancock; Kudner for Buick, and Kenyon & Eckhardt for RCA and RCA-Whirlpool.

AGENCY APPOINTMENTS

National Packing Corp., names Charles F. Hutchinson Inc., Boston agency, for Kitty Snicker cat food, effective Sept. 1.

Hudson Pulp & Paper Corp., cup and container division, new department, names Al Paul Lefton, Phila., and N. Y. Norman, Craig & Kummel, N. Y., continues to handle other products.

Esterbrook Co. (writing implements), Camden, N. J., appoints Young & Rubicam, N. Y.

Boston & Maine Railroad, currently serviced by Harold Cabot & Co., Boston, to Doyle Dane Bernbach, N. Y., effective Sept. 1. DDB also handles N. Y., New Haven & Hartford R.R., whose former president, Patrick McGinnis, now heads B&M.

Texas Brands Inc. (frozen and canned foods), San Antonio, names St. George & Keyes, N. Y. Plans being made to use radio-tv campaign probably to start in New England sometime in October.

A&A PEOPLE

Hugh M. Redhead, in charge of creative services, Aluminum Co. of America account, Fuller & Smith & Ross, Cleveland, and **John Leahy,** marketing director, FSR, San Francisco, elected vice presidents of agency.

David J. Lehleitner, public relations director and account executive, Oakleigh R. French & Assoc., St. Louis, named vice president.

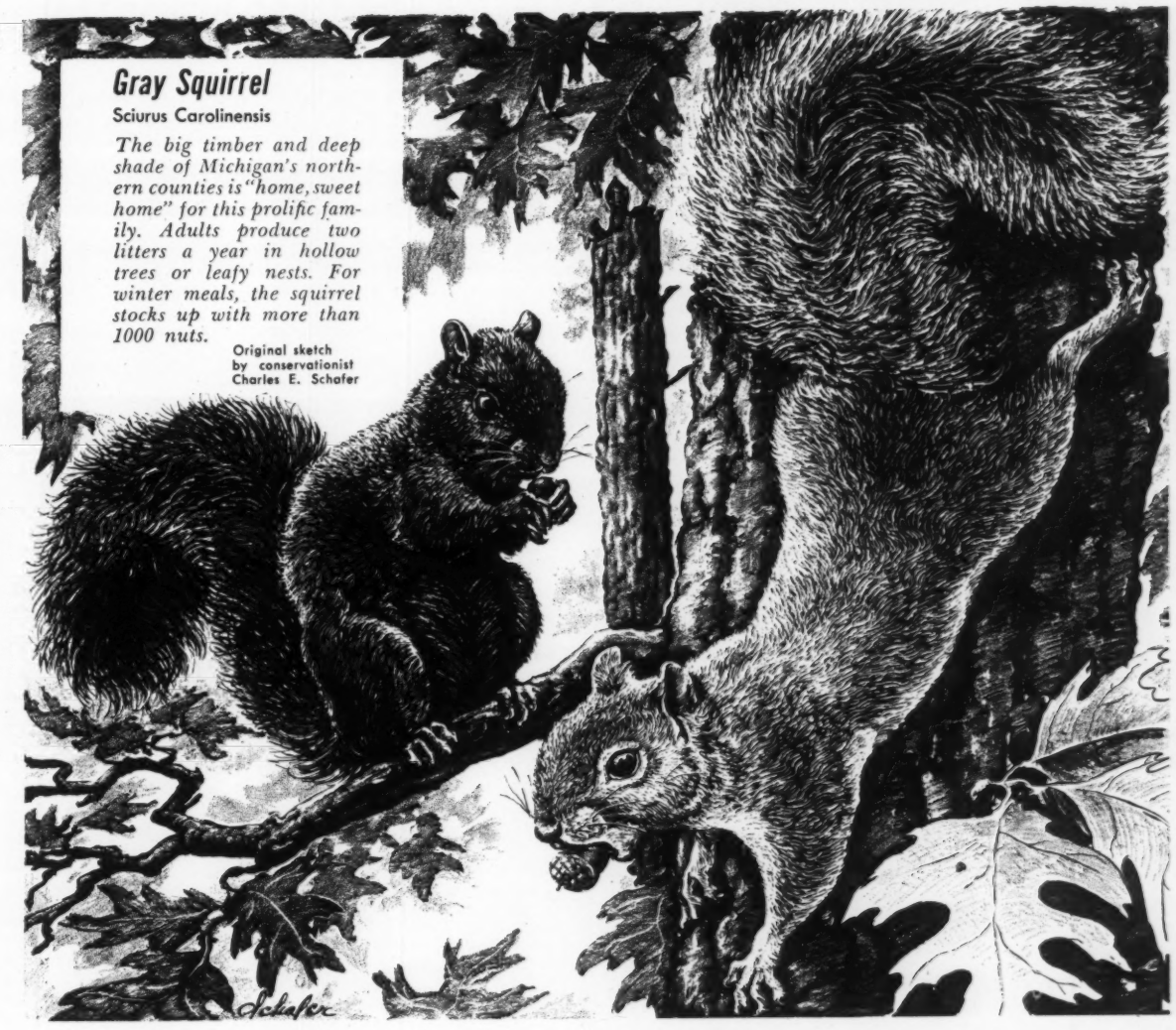
George De Pue Jr., account executive on Anderson & Clayton's food division at Bryan Houston, N. Y., appointed vice president of agency.

George V. Riley named vice president in charge of public relations, Hilton & Riggio, assigned to Washington, D. C.

Walter C. Kisher promoted from field sales manager to general sales manager at Norge Div. of Borg-Warner Corp., Chicago. He will be responsible for administration of national sales programs.

Dale Berger, account executive, KOLN-TV Lincoln, Neb., to Ayres, Swanson & Assoc., Lincoln agency, as account executive. **James**

12 IS BIG IN MILWAUKEE
GREATEST POWER • HIGHEST TOWER • TREMENDOUS COVERAGE!
Green Bay
Manitowoc
Oshkosh
Ripon
Fond du Lac
Shaboygan
Waupun
Beaver Dam
Port Washington
Watertown
Madison
MILWAUKEE
Ft. Atkinson
Waukesha
Janesville
Elkhorn
Racine
Beloit
Lake Geneva
Kenosha
Waukegan
Elgin
Chicago
Smart advertisers do a big job in Milwaukee on the BIG station.
With 316,000 watts, Milwaukee's TV Strong Man provides perfect pictures, bright and clear, on new sets or old, near the transmitter or far away.
WISN-TV's 1,105 foot tower, highest in Wisconsin, offers the greatest aerial performance in the market for advertiser's sales messages.
WISN-TV coverage blankets Milwaukee and 23 rich surrounding counties . . . an area with over 2½ million people and a buying income of almost five million dollars.
Channel 12 is BIG in Milwaukee. And you can be big with Channel 12.
★ Top-Rated ABC Network, local, film shows
★ Extensive Promotion, Publicity
★ Comprehensive Merchandising Service
★ Complete Technical, Production Facilities
★ Low, Low Cost-Per-Thousand
WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE John B. Soell, Director
Represented by Edward Petry & Co., Inc.

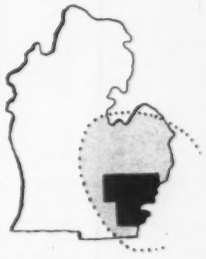

Gray Squirrel
Sciurus Carolinensis
The big timber and deep shade of Michigan's northern counties is "home, sweet home" for this prolific family. Adults produce two litters a year in hollow trees or leafy nests. For winter meals, the squirrel stocks up with more than 1000 nuts.
Original sketch by conservationist Charles E. Schafer
Schafer

Put your money where the people are

There's no market for acorns in WWJ's densely-populated coverage area. But the demand for gum, gasoline, and groceries is simply tremendous.

So aim your camera at the squirrels, your radio commercials at the people. Use WWJ, famed for complete news coverage, sparkling personalities and programming that holds listeners, moves merchandise.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.



WWJ AM and FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

M. Evinger, advertising manager, Standard Reliance Insurance Co., Lincoln, to Ayres, Swanson copy-contract. **H. J. Enright,** Journal Publishing Co., St. Joseph, Mo., to account executive in agency's St. Joseph office.

Peter McMahon, formerly account executive at KGB San Diego, to Barnes-Chase Co. there as head of agency's radio-tv department.

Patrick J. Fay, staff director of former DuMont Television Network shows, to Wyatt & Bearden Adv., Dallas, Tex., as director of radio, television and film activities.

John E. Sullivan, assistant to advertising director in charge of cereals (H.O. oats and cream of wheat), Best Foods Inc., N. Y., to Compton Adv., N. Y., as assistant account executive.

Jerry Turk, copy chief, Beaumont & Hohman Inc., Chicago agency, appointed creative director.

Einar Akerson, comptroller and personnel manager, Pacific Scientific Aeroproducts, Glendale, Calif., to Charles Bowes Adv., L. A., as business manager. **Donald R. Lea,** former assistant advertising manager of White King Soap Co., L. A., to Charles Bowes account service staff.

Fred Charlton, account representative, N. W. Ayer & Son, Phila., to Cunningham & Walsh Inc., Chicago, as account supervisor.

Harold Hadley, N. Y. and Phila. newsman, to Weightman Inc., Phila. agency, as director of public relations.

Henry J. Morton to copy and contact department of Henri, Hurst & McDonald Inc., Chicago.

Robert Reynolds, Hubbard-Antisdel Co., to copy staff of Aubrey, Finlay, Marley & Hodgson, Chicago.

Humphrey Ireland, Brisacher, Wheeler & Staff, to Harrington-Richards, San Francisco, in copy and contact capacity.

Josephine Gray, Detroit food advertising specialist, to Zimmer, Keller & Calvert Inc., that city, as account manager.

Doris Gould, formerly timebuyer for Moselle & Eisen, N. Y., to media department of C. J. LaRoche Co., N. Y., in similar capacity.

Frank T. Buchner, news manager of Curtiss Wright Corp., and **Abner A. Layne,** associate editor of *Architectural Forum,* to public relations staff of J. M. Mathes Inc., N. Y. **Harriet Rey,** research director of David J. Mahoney Inc., N. Y., to Mathes as assistant supervisor of research department.

Murray Gelman, formerly copywriter, Emil Mogul Co., N. Y., to Lawrence C. Gumbinner Adv., N. Y., as copywriter in radio-tv department.

Bill Krauch, Milton Weinberg Adv. Co., L. A., named by AAAA radio-tv-film committee for L. A. Area Community Chest fall campaign to take charge of copy, films, slides and other material for radio-tv. Other committee members: Doug Anderson, Anderson-McConnell; Adrian Brown, McCann-Erickson; Ed Cashman, Foote, Cone & Belding; Dick Dwan, Vern Monroe and Bed Stefan, all of BBDO; Walter McCreery and Howard Flynn of McCreery agency; Bernice Levitas, Doyle, Dane & Bernbach, and James Vandiveer, Erwin, Wasey & Co.

Vincent R. Bliss, president, Earle Ludgin & Co., Chicago agency, appointed chairman of projects planning committee of Advertising Research Foundation, N. Y.

MGM SIGNS $4 MILLION LEASE CONTRACT WITH KTTV (TV), BUYS 25% OF STATION

In a flurry of activity, Loew's Inc. also reveals its tv division will produce at least two, possibly three, series of half-hour films for release in fall of next year, negotiates for other station interests.

LOEW'S INC., only a two-month old entry in tv's multi-million-dollar sweepstakes, is forging ahead like a late-breaking stretch runner. By late last week, the motion picture company:

- Bundled up a $4 million leasing arrangement with KTTV (TV) Los Angeles for its Metro-Goldwyn-Mayer (a Loew's subsidiary) library.
- Was served its first slice of station pie, acquiring a quarter interest of newspaper-owned and non-network affiliated KTTV for $1,625,000.
- Revealed it will produce at least two, and possibly three, different series of half-hour films for release in the fall of 1957, and hinted it may film spectacular-type programs, and thus indirectly generated speculation that Loew's eventually will launch a tv film network.
- Was negotiating for station interests and/or leasing arrangements in major markets; was continuing to dicker with CBS, ABC and General Teleradio on a number of fronts regarding film properties, and has been working feverishly for an interest in a tv station located in the New York market.

Backed by Loew's money resources and in effect with *carte blanche* from top management, tv strategists at Loew's last week were in thick of negotiations involving about as many types of probable arrangements as there were interested parties [CLOSED CIRCUIT, Aug. 6]. Charles C. (Bud) Barry, vice president in charge of the tv operation and a former NBC vice president, was described by an associate to be "about the busiest man in New York."

At mid-week this off-hand remark was the literal truth, as Mr. Barry took time out from his schedule of wheeling and dealing to hold a news conference at the Times Square office of MGM.

N. Y. Outlet Plans

It was learned that the Loew's MGM tv operation, which keeps a military-like schedule of its "tv invasion" hopes to pick up a New York tv outlet. B•T was told by a source close to the situation that if an interest could be acquired in New York "within a week or so," Loew's-MGM might then set a drive toward setting up a tv film network. WPIX (TV), which like KTTV is newspaper-owned (New York *Daily News*), denied that it was negotiating with the Loew's interests. [Other independents in New York: WATV (TV) and WABD (TV) (though this station is owned by Du Mont Broadcasting Corp, which also owns WTTG (TV) Washington). WOR-TV, also a non-network affiliate, is owned by RKO Teleradio. The remaining three tv stations in New York are network-owned.]

The KTTV pacts were announced Tuesday almost eight weeks to the day after Loew's-MGM had served notice it would enter tv with a vengeance [B•T, June 25].

At that time, the company had said it would release to tv its 770 feature films and 900 short subjects produced by MGM from 1929 to 1949. (Its distribution outlet for tv is the newly-created MGM-TV.) Loew's also had promised it would acquire an interest in tv stations as well as produce programs especially for television.

In the KTTV-Loew's-MGM film transaction, 725 of the original MGM 770 feature-length film library was leased for seven years. KTTV receives the rights on an exclusive basis in its territory. The $4 million pact—which includes an unspecified cash down payment and terms—permits only showing in black-and-white. For color presentation (for those films in color), KTTV must negotiate with Loew's for a "premium payment."

DISCUSSING the entry of Loew's-MGM into television broadcasting and the first television presentation of film company's library of features are (l to r) Charles C. (Bud) Barry, vice president of MGM-TV; Richard A. Moore, KTTV (TV) president, and Howard Dietz, vice president in charge of advertising and publicity Loew's-MGM motion picture company.

KTTV plans to begin programming the MGM features in late September or early October. The rights include use of the MGM trademark—Leo the lion.

Also involved in agreement's terms: "Gone With the Wind" is not included and 40 other films are being withheld for theatrical re-issue but these 40 eventually will be made available for showing; no short subjects or cartoons are in the packet, and MGM does not surrender any re-make or re-issue rights. A further pact may be made for KTTV to acquire short subjects also.

The purchase of 25% by Loew's of KTTV's capital stock was announced at the same time. The station is licensed to KTTV Inc., which was 100% owned by the Times-Mirror Co. The latter publishes the *Times* and the *Mirror-News* in Los Angeles. Richard A. Moore, who spark-plugged the attack on networks in Congress, is president of KTTV Inc. Directors of KTTV Inc. are Norman Chandler, chairman of the board; Mr. Moore; Philip Chandler; Harris Chandler; L. D. Hotchkiss, also editor of the *Times;* Harry Bowers, also treasurer of the Times-Mirror Co., and Omar F. Johnson, vice president of KTTV.

Price for the stock acquisition is $1,625,000 in cash. According to the contract signers, the purchase need not be approved by the FCC, although an ownership report must be filed.

The KTTV film rental-stock acquisition was held up by Mr. Barry as a "keystone" in Loew's future tv pattern. He admitted other like deals are possible, and added he "hoped" this would be the case in a "number of markets." At varied intervals in the conference, Mr. Barry referred to Loew's entering the tv field "aggressively ... according to time-table" and predicted that the

WCAU means
PHILADELPHIA

showmanship

Some people will always have a warm spot in their hearts for the circus. Like us at WCAU-TV... we started our own and called it "Big Top." Today you know it as the "Sealtest Big Top," a network show of 84 stations with a weekly audience of about 10,500,000. That kind of success story can be yours at the local level. Because the same WCAU-TV programming talent that created "Big Top" and made it one of the highest rated network daytime shows is yours to command, too. So when you think of showmanship, think of WCAU.

WCAU, WCAU-TV *The Philadelphia Bulletin Radio and TV stations. Represented nationally by CBS Spot Sales. By far Philadelphia's most popular stations. Ask ARB. Ask Pulse. Ask Philadelphians.*

company "will be one of the biggest forces in television." Loew's-MGM, he asserted, is free to "enter into negotiations in good faith in any major market in the U. S."

Loew's-MGM tv film production schedule calls for shooting of two program series in the first couple weeks next month for sale in the fall of next year. Also under consideration is a third series, "Goodbye Mr. Chips," which would be produced at MGM's London studios. The latter probably would be a 39-episode series initially and also made available for sale in the fall of 1957.

A year away, according to Loew's strategists, is the filming of an hourly anthology and possibly even spectaculars and one-shot dramatic shows.

Although Loew's now has shut off the Los Angeles market in any future deals for its library product, it still is negotiating with CBS, ABC, and General Teleradio for the leasing of the features. Mr. Barry refused to go into details or into how far along these discussions may be.

Mr. Moore emphasized that KTTV and its owner felt that the addition of Loew's in the ownership would provide an added program source, would eventually prove more valuable than the money received and that the broadcost operation itself would be "enhanced" in worth.

Among the titles included in the KTTV rental are: "Goodbye Mr. Chips," "Boys Town," "The Thin Man," "Ninotchka," "Mutiny on the Bounty," "Northwest Passage," "San Francisco," "David Copperfield," "Boom Town," "Mrs. Miniver," "Dinner at Eight," "Lassie," "Grand Hotel," "Camille," "The Good Earth," "Saratoga," "Anna Karenina," "Little Women," "Thirty Seconds over Tokyo," "The Hucksters," "A Tale of Two Cities," "Easter Parade," "The Harvey Girls," "National Velvet," "Random Harvest," "The Barretts of Wimpole Street," and all the "Andy Hardy" and "Dr. Kildare" pictures.

Preminger Search for Star Conducted Via Tv Stations

MOTION PICTURE producer Otto Preminger, who in the past three years has defied many a Hollywood custom and challenged the Motion Picture Assn. of America code with "The Moon Is Blue," "Carmen Jones" and "Man With the Golden Arm," last week shattered another precept: that of casting. Apparently unhappy with "the star system," Mr. Preminger has turned to television as one means in finding the lead for his proposed filming of George Bernard Shaw's "St. Joan."

With $100,000 allocated to the search—"almost enough money to make the film," according to United Artists—Mr. Preminger's office, in addition to alerting theatre chains and trade papers, has sent "each and every" U. S. tv station a special trailer for free showing. The message of the announcements: "If you feel qualified to play the Maid of Orleans, contact us at U-A or at the Preminger staff by picking up and filling in a blank form at your local theatre." Many tv stations, U-A reported, deleted any reference to the "local theatre," substituting instead their own addresses.

Throughout September, Mr. Preminger and company will tour 15 key cities, interviewing and screening applicants, and after narrowing down the choice to 15 contenders, Mr. Preminger plans to expose the semi-finalists to tv audiences via a "highly-rated" but as yet unspecified variety show. The final decision will be made on the basis of genuine talent, looks and on the opinions of the tv viewer.

Kenyon Brown Heads New Film Financiers

FORMATION of a new multi-million-dollar corporation to provide financing for television and motion picture production in Texas was announced Thursday by Kenyon Brown and his associates in Texas International Productions Inc.

Texas International was incorporated a month ago in Austin, Tex., and is backed with "unlimited capital" to be provided by oil and other interests not now identified with radio-tv. The company's principal offices are in Fort Worth, Dallas and Hollywood.

Mr. Brown is president of the new firm. Frank J. Miller, head of his own advertising agency and film production company in Hollywood, is secretary-treasurer. Radio-tv columnist Jimmie Fidler is chairman of the board. Also on the board of directors are Alonzo W. Baker, Texas attorney with extensive oil and real estate interests, and Fred G. Johnston, pharmaceutical family.

While the principal aim of the new company is to bring television and movie production to Texas and primarily to the Dallas-Fort Worth area, it also will be in full operation in Hollywood and its financing funds will be equally available in either area. The company will undertake to provide production cash for tv series and independent motion pictures.

Negotiations are under way to take over two television syndicated series, *Jalopy Derby* and *The Wrestling Show*, both owned by Frank J. Miller Productions, and for production of the Jimmie Fidler television and radio series. Negotiations also are said to be under way for the *Judge Roy Bean* television syndicated series, now owned by Quintet Productions.

Mr. Fidler's radio show is on 167 stations and his weekly quarter-hour television show is sponsored by Tafon (weight reducer) and Avatrons (vitamins) on 16 stations. It is understood some of the Texas International group are interested in the two products.

Mr. Brown recently acquired an interest in the Detroit Tigers in connection with sale of the baseball team to a syndicate that includes several broadcasters [B•T, July 23]. He is a member of a syndicate, also including broadcasters, that struck oil near Wichita Falls. His radio interests include KWFT Wichita Falls, Tex.; KFEQ-AM-TV St. Joseph, Mo.; KGLC Miami, Okla., as well as 50% of KBYE Oklahoma City and KANS Wichita. Mr. Brown said there is absolutely no connection between Texas International and Vitapix, of which he is president.

Don G. Campbell Dies

DON G. CAMPBELL, 53, one of the founders of Vitapix Corp. and president of the D. C. Electrical Corp., died last week in Glendale, Calif. Knights Templar services were held Thursday at Forest Lawn Memorial Park. In addition to being a founder of the television production and distribution firm, Mr. Campbell served as vice president for several years. He was a native of Pocatello, Idaho. He is survived by his wife Ann and daughter Beverly.

Klynn Named UPA V.P.

HERBERT KLYNN, executive production manager of UPA Pictures' Burbank, Calif., studio, has been appointed vice president and producer of the company's Burbank television commercial spots, it was announced last week by UPA President Stephen Bosustow. Mr. Klynn also will supervise west coast and midwest sales of television commercials.

Mystery Programs Sell Best, ABC Film Survey Determines

RESULTS of a survey on tv film released a fortnight ago by ABC Film Syndication indicate that mystery-adventure programs are "the easiest to sell" to local advertisers, followed in order by adventure, mystery, drama-anthology, western adult and comedy shows. ABC Film sent a questionnaire to all tv stations on June 20, 1956. Tabulations were based on 143 usable questionnaires, said to be a 32.4% response of stations approached.

In answers to other questions, stations reported that western programs were the "most successful sales- and rating-wise," followed by cartoons, jungle adventure and variety; 53.8% of stations said they planned to use the same amount of film programming in 1956-57 as in 1955-56, with 27.6% planning to use more film and 17.9% less film; 57.2% of station respondents said their local demands for film were seasonal and 42.8% reported the demands were not seasonal.

Other phases of the survey covered questions on "repeat" runs, percentage of stations' billings devoted to promotion and merchandising of non-network shows and programming of feature films.

Ziv Plans More Location Filming in Fall Schedule

FOUR ZIV TV series currently in production and an equal number of planned pilots or new series will spend at least 75% of their shooting schedules on location, an increase of one-fourth over the previous year, Production Vice President Maurice Unger revealed Wednesday in Hollywood.

To make maximum use of locations as an aid to production quality, Mr. Unger has expanded Ziv's location research department and has instituted several new techniques to be followed by creative personnel. In addition, Mr. Unger has instituted a system of sending teams of writers and directors to locations in advance of production to plan specific episodes while actually on the scene of future filming.

Pace-setters in location filming on Ziv's fall schedule are *West Point*, due for network exposure on CBS-TV for General Foods, and *Highway Patrol*, now in second-year production for syndication. Heavy location schedules also are planned for the new syndication series *Dr. Christian*, as well as special outdoor sequences in such locations as White Sands and the Rockes for *Science Fiction Theatre*.

CNP to Film Tv Series On Location in Germany

FOLLOWING an announcement two weeks ago that it had acquired rights to produce the first *Tarzan* film series for tv for $1 million [B•T, Aug. 13], California National Productions Inc., an NBC subsidiary, last week reported it will start production Nov. 1 on a new series of 39 half-hour tv films called *Citizen Soldier*.

New series, which will be filmed in Germany and for which CNP has the cooperation of the Depts. of Army and Defense, is based on authentic dramatic incidents in which American GI's were involved during World War II. CNP's president, Alan W. Livingston, also reported that stock film footage of battle scenes will be made available from the Signal Corps' library. The series will be syndicated by NBC Television Films. William L. Lawrence, head of CNP's eastern program development has been named to organize a staff and to select stories.

"this daily double always wins.."

The gentleman with the facial foliage there – that's Armand, friend and host to constellations of celebrities at New York's famous Louis & Armand's. Few doors off Madison Avenue, you know. Let's listen in.

Young man with the blonde looker is talking about a sure thing in daily doubles. "Can't miss," he says. "Comes in first every time! Smartest place in Maine to place your bets."

"Maine?" says Armand. "They got a track up there now?"

"A clear track," the young fellow tells him. "And you can really romp home in the nine big-money counties. Paid off half-a-billion in retail sales last year. We call it the WABI Sweepstakes . . . a sure daily double with WABI running for you in radio, WABI-TV in television. Wouldn't think of making up a spot schedule without *those* two."

"That's what I like about him," sighs the blonde. "He's *so* smart."

You can be smart, too. Win yourself double coverage in the richest part of Maine with this WABI-&-WABI-TV combination. They work together like (you might say) Louis & Armand . . .

wabi AM TV

Represented by: George P. Hollingbery – Nationally
Kettell-Carter – New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JULY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	11.7
2.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	10.5
3.	D. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	10.2
	The Falcon (NBC Film)	Fri.	10:30	WABC-TV	10.2
5.	Racket Squad (ABC Film)	Thurs.	10:30	WABC-TV	8.7
	Man Behind the Badge (MCA-TV)	Wed.	8:00	WPIX-TV	8.7
7.	Badge 714 (NBC Film)	Wed.	8:30	WPIX-TV	8.5
8.	The Goldbergs (Guild)	Thurs.	7:30	WABD	8.2
9.	Amos 'n' Andy (CBS Film)	Sat.	6:30	WCBS-TV	8.1
	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	8.1

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Turning Point (MCA-TV)	Sun.	8:30	WCCO-TV	20.6
2.	Search for Adventure (Bagnall)	Tues.	8:30	WCCO-TV	19.1
3.	I Led Three Lives (Ziv)	Wed.	8:30	KSTP-TV	15.4
4.	Man Behind the Badge (MCA-TV)	Fri.	9:30	KSTP-TV	15.2
5.	Highway Patrol (Ziv)	Sat.	10:00	WCCO-TV	15.1
6.	Secret Journal (MCA-TV)	Thurs.	7:00	WCCO-TV	14.7
7.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	13.8
8.	Life of Riley (NBC Film)	Mon.	8:30	KSTP-TV	13.5
9.	Celebrity Playhouse (Screen Gems)	Sun.	8:30	KSTP-TV	11.9
10.	Badge 714 (NBC Film)	Tues.	10:30	KSTP-TV	11.7

CHICAGO — FOUR-STATION MARKET

1.	Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	17.3
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	16.7
3.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	15.8
4.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	15.6
5.	Susie (TPA)	Sat.	9:30	WBKB	15.0
6.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	14.6
7.	Studio 57 (MCA-TV)	Tues.	10:00	WBKB	13.9
	City Detective (MCA-TV)	Fri.	9:30	WGN-TV	13.9
9.	Confidential File (Guild)	Wed.	10:00	WBKB	12.4
10.	D. Fairbanks Presents (ABC Film)	Thurs.	10:00	WBKB	12.2

ATLANTA — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Fri.	10:00	WAGA-TV	21.8
2.	Secret Journal (MCA-TV)	Sun.	10:30	WSB-TV	20.8
3.	Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	19.4
4.	Science Fiction Theatre (Ziv)	Tues.	9:30	WAGA-TV	17.7
5.	I Led Three Lives (Ziv)	Mon.	9:30	WSB-TV	17.4
6.	Superman (Flamingo)	Fri.	7:00	WSB-TV	16.8
	Man Behind the Badge (MCA-TV)	Sun.	2:30	WSB-TV	16.8
8.	Confidential File (Guild)	Sat.	10:30	WSB-TV	16.6
9.	I Spy (Guild)	Wed.	10:00	WAGA-TV	16.1
10.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	14.8

BOSTON — TWO-STATION MARKET

1.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	29.0
2.	I Led Three Lives (Ziv)	Tues.	8:30	WNAC-TV	26.3
3.	Man Called X (Ziv)	Mon.	10:30	WBZ-TV	22.9
4.	Death Valley Days (McC-E)	Fri.	10:30	WNAC-TV	21.4
5.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	21.3
6.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	18.3
7.	Studio 57 (MCA-TV)	Tues.	10:30	WBZ-TV	16.9
8.	Sherlock Holmes (UM&M)	Thurs.	10:30	WNAC-TV	15.2
9.	Jungle Jim (Screen Gems)	Sun.	7:00	WBZ-TV	13.9
	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	13.9
	Dr. Fu Manchu (Hollywood)	Thurs.	8:00	WNAC-TV	13.9

LOS ANGELES — SEVEN-STATION MARKET

1.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV	18.2
2.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	16.9
3.	San Francisco Beat (CBS Film)	Sat.	9:30	KTTV	15.9
4.	Confidential File (Guild)	Sun.	9:30	KTTV	15.7
5.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	15.3
6.	Search for Adventure (Bagnall)	Thurs.	7:00	KCOP	14.7
7.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	13.4
8.	Superman (Flamingo)	Sat.	7:00	KTTV	12.3
9.	Susie (TPA)	Sat.	8:00	KTTV	12.0
10.	Mr. District Attorney (Ziv)	Sat.	9:00	KTTV	11.5

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Death Valley Days (McC-E)	Sun.	9:30	KING-TV	35.7
2.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	31.5
3.	Waterfront (MCA-TV)	Wed.	9:30	KOMO-TV	27.4
4.	Turning Point (MCA-TV)	Mon.	9:30	KOMO-TV	27.1
5.	City Detective (MCA-TV)	Sun.	10:00	KING-TV	25.5
6.	Code 3 (ABC Film)	Fri.	10:00	KING-TV	23.3
7.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	21.6
8.	Western Marshal (NBC Film)	Wed.	7:00	KING-TV	21.0
9.	Science Fiction Theatre (Ziv)	Thurs.	9:30	KING-TV	20.4
10.	Man Behind the Badge (MCA-TV)	Mon.	10:00	KING-TV	18.8

WASHINGTON — FOUR-STATION MARKET

1.	Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	18.7
2.	Mr. District Attorney (Ziv)	Mon.	10:30	WRC-TV	13.0
3.	Highway Patrol (Ziv)	Fri.	7:30	WTOP-TV	10.4
4.	Life With Father (CBS Film)	Sun.	4:30	WTOP-TV	9.0
	Passport to Danger (ABC Film)	Fri.	10:30	WMAL-TV	9.0
6.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	8.5
7.	Superman (Flamingo)	Tues.	7:00	WRC-TV	7.9
8.	Ellery Queen (TPA)	Mon.	7:00	WRC-TV	7.8
	New Orleans Police Dept. (UM&M)	Wed.	9:30	WTTG	7.8
10.	The Hunter (Tafon)	Wed.	10:30	WTTG	7.6

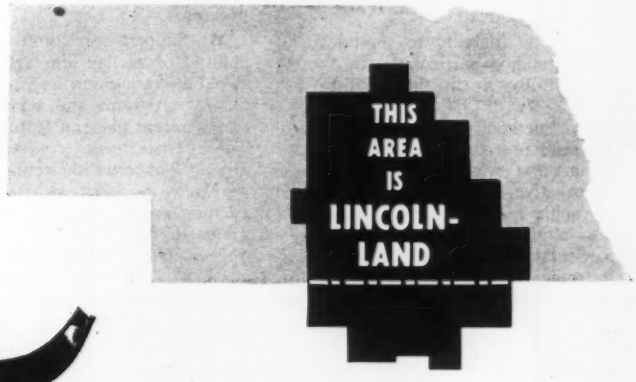
CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	35.2
2.	Turning Point (MCA-TV)	Mon.	10:30	KYW-TV	20.4
3.	Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	16.1
4.	Range Rider (CBS Film)	Sun.	7:00	WEWS	14.3
5.	My Little Margie (Official)	Mon.	7:00	KYW-TV	13.1
6.	6 O'Clock Adventure (ABC Film)	Wed.	6:00	KYW-TV	12.0
7.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	11.9
8.	Man Behind the Badge (MCA-TV)	Wed.	10:30	KYW-TV	11.4
9.	Captured (NBC Film)	Thurs. & Sat.	10:30 10:30	WJW-TV	11.1
10.	Looney Tunes (Guild)	Sat.	11:00 A.M.	WJW-TV	10.5

DAYTON — TWO-STATION MARKET

1.	Man Called X (Ziv)	Fri.	9:30	WHIO-TV	27.2
2.	Highway Patrol (Ziv)	Tues.	8:00	WHIO-TV	25.5
3.	Stories of the Century (Hollywood)	Sat.	9:30	WHIO-TV	21.2
4.	Little Rascals (Interstate)	M.-Th.	6:00	WHIO-TV	18.8
5.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	18.5
6.	Amos 'n' Andy (CBS Film)	Tues.	10:30	WHIO-TV	18.1
7.	Roy Rogers Ranch (MCA-TV)	Sat.	5:00	WHIO-TV	17.2
8.	I Led Three Lives (Ziv)	Fri.	8:30	WLWD	15.4
	The Whistler (CBS Film)	Sat.	10:00	WHIO-TV	15.4
10.	Passport to Danger (ABC Film)	Sun.	9:30	WLWD	14.9

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV, one of America's great area stations, covers Lincoln-Land — a 42-county market, 95.5% OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important market is as independent of Omaha as South Bend is of Fort Wayne . . . or as Hartford is of Providence.

Lincoln-Land has 200,000 families, *125,000 of them unduplicated by any Omaha television signal!* The latest Telepulse shows the importance of this non-duplication. It credits KOLN-TV with 138.1% more *afternoon* viewers than the next station, 194.4% more *nighttime* viewers!

Ask Avery-Knodel for all the facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas — "Nebraska's *other* big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

SCREEN GEMS SIMPLIFIES METHOD OF FILM DUBBING

Technique, developed by Technical Director Keane, is said to be more efficient and less expensive by cutting shipment and customs costs.

DEVELOPMENT of a new, more efficient but considerably less expensive method of preparing American-made television films for dubbing in foreign countries was reported last week by Screen Gems, tv subsidiary of Columbia Pictures Corp.

MR. KEANE

The technique, devised by Peter Keane, Screen Gems technical director, assures technically perfect audio qualities at one-half the previous cost, the announcement said. In foreign dubbing preparations in the past, it was pointed out, the stumbling block has been an inability to reproduce all phases of the audio—particularly the sound effects—as skillfully as in the English-voice original.

The regular method, spokesmen continued, has been to send four cans of film abroad for each program that was to be dubbed—one silent dupe negative, two composite prints and one photographic m&e (music and sound effects) track—along with the continuity sheets for that particular program.

An "electronic cue" devised by Mr. Keane, Screen Gems authorities said, permits him to remove the sound effects from the dialogue track and add them to the regular m&e track, so that foreign dubbers have a sound track that is complete except for the dialogue. This is done on tape rather than film. As a result, Mr. Keane now is able to cut the per-program shipment down to one silent dupe negative, from which the work and release prints are made, and one magnetic m&e track, along with the continuing sheets.

This, officials said, automatically cuts the shipping and customs duties by 50%, as compared to the standard method, while use of the "electronic cue" also cuts costs in half. By means of an electronic code, the effects are transferred to the magnetic tape through the transfer machine at transfer costs rather than at the higher mixing costs.

Screen Gems said Mr. Keane has been working on the new system for more than a year and that it has been in use in the Screen Gems labs in New York for the past three months with "highly gratifying results."

Need for improving methods and reducing the costs of preparing films for foreign dubbing, according to spokesmen, arose with "the tremendous increase in foreign sales of Screen Gems series." They said that almost 2,000 individual SG programs eventually will be available in French, Spanish, Italian and German.

Ziv Reports 'Dr. Christian' Purchases for 103 Markets

THOUGH the face of Dr. Konrad Styner (*Medic*, which is being dropped on NBC-TV) may be found missing from the nation's tv screens next season, that of "Dr. Christian" won't be. According to Ziv Tv, which has placed the tv version of the old radio series on the market, with MacDonald Carey filling the role originally created by the late Jean Hersholt, already more than 60% of the nation's 35 million tv homes will be in a position to see *Dr. Christian* this year.

This estimate was made last week after Ziv had announced that although *Christian* was entered into the syndication field only a month ago, contracts for the series as of Aug. 10 accounted for advertisers and stations comprising 103 tv markets. Ziv attributed much of the "rapid climb of the market list" to "strong activity" among regional clients for multi-market deals, pointing to the fact that the "average" *Christian* client has been signing for between 8-10 markets.

Two-Month ABC Film Sales Almost Double Last Year

GROSS sales of ABC-TV Film Syndication Inc., for June and July of this year were over 95% higher than those for the same months last year, George T. Shupert, president, reported Thursday. The 95.9% gain was attributed to a heavy volume of business of film syndication's newest property, *Code 3*, as well as other programs.

Mr. Shupert also pointed to "continued saleability" of earlier film syndication properties, to AFS' "reputation . . . as a supplier of top-quality programs and services" and the company's recent first-run features. These are: *The Three Musketeers, Anniversary Package*, and *Herald Playhouse*, the retitled version of *Schlitz Playhouse of Stars*. Other ABC-TV Film Syndication properties of recent vintage: new programs in the *Douglas Fairbanks Presents* and *Sheena, Queen of the Jungle* series.

TCF Television to Begin Production of Commercials

TCF Television Production, 20th Century Fox subsidiary, will enter "immediate" production of television commercials at the TCF-TV studios in Hollywood, it has been announced. Gordon S. Mitchell and All-Scope Pictures will handle production of the commercials and special purpose films.

With this new affiliation, TCF-TV will be able to offer clients a complete service in commercials from script to screen, in either animation or live action, according to Michel Kraike, TCF-TV administrative executive.

The company currently has four regular tv series: *The 20th Century-Fox Hour, My Friend Flicka, Broken Arrow*, and *You Are There*.

Gross-Krasne to Distribute New O. Henry Video Series

JACK GROSS and Phil Krasne, who formerly operated United Television Programs, are returning to the distribution field with a new sales organization for the syndication of their O. Henry half-hour anthology series, it was announced last week.

Mel Schlank, formerly producer's representative for Gross-Krasne in connection with distribution by outside distributors of the G-K production, has been named vice president in charge of sales. Robert Brahm has been appointed vice president in charge of New York, and Irving Feld, vice president in charge of the western division.

Thomas Mitchell stars as O. Henry in the film series.

Suit Against Ziv Dismissed

ALTHOUGH the California Supreme Court has ruled that under certain conditions a story idea in public domain can be protected, Los Angeles Superior Court Judge Leon T. David has dismissed a $900,000 damage suit involving Ziv's *Highway Patrol* on the ground no property right exists in an idea. The suit was filed by State Highway Patrolman G. R. Heckenkamp against Ziv Television Programs, KTTV (TV) Los Angeles and State Highway Patrol publicist Guy Daniels. The policeman charged that his program idea was misappropriated after he submitted it for approval through State Highway Patrol channels.

Screen Gems Sets 23d Series

SCREEN GEMS, Hollywood tv subsidiary of Columbia Pictures, has announced completion of negotiations with Dave O'Brien and Mitchell Hamilburg for a new tv film series, *Call McCall*, to be offered for sponsorship this fall. Main character will be a wandering "fix-it" man in a situation comedy format. Mr. O'Brien will produce and Mr. Hamilburg will direct the series to be produced by their independent firm, White Cloud Productions, for Screen Gems. The Columbia Pictures tv firm now has 23 series slated for network or syndication exposure with a half-dozen currently in the filming stage.

Wild in New MCA-TV Post

RAY WILD, vice president in charge of southern sales, MCA-TV Ltd.'s Film Syndication Div., has been named to a new post of field sales manager, Wynn Nathan, sales vice president of the division, reported last week.

In his new capacity, Mr. Wild, who reports to Mr. Nathan, will coordinate the sales activities of the Film Syndication Div.'s five regional offices. Mr. Nathan will spend more time in New York, relinquishing some of his west coast activities.

Dance Team in Film Series

SIGNING of the dance team of Marge and Gower Champion to star in a new tv series for network offering in early 1957 was announced by Irving A. Fein, president of J & M productions, Hollywood. Filming of the new series will begin in January after the birth of Mrs. Champion's baby. *Marge and Gower Champion Show* will alternate between live and film episodes.

FILM PEOPLE

Jack Siegal, sales director for Allend'or Productions Inc., of Hollywood, transfers to New York in September to head company's new office there.

Seymour Reed, treasurer and director, Official Films, N. Y., named secretary-treasurer of film company.

Robert J. Kingsley, co-founder and former chief of production for Telenews Productions, N. Y., and previously head of film production for Bernard J. Procter Film Productions, N. Y., appointed producer-director for George Blake Enterprises, N. Y., film production firm.

James Paisley, production manager for *Lineup*, Desilu Productions, Hollywood, named assistant to vice president in charge of operations.

Burton Neuberger and **Jay Norman** named midwest representatives by Animation Inc., Hollywood. They have opened offices in Chicago.

Sam Marx, TCF Productions producer for 20th

Century-Fox Hour (CBS-TV), Hollywood, named executive producer of new *Broken Arrow* series beginning Sept. 25 on ABC-TV.

Louis E. Aiken, chief of sponsored film section of Federal Civil Defense Administration, to Lewis & Martin Inc., Chicago, as industrial sales director.

Joel Malcolm Rapp, tv writer, named story editor, *The Adventures of Hiram Holliday* series, NBC-TV.

FILM PRODUCTION

Briskin Productions Inc., Hollywood, producing new half-hour tv series, *Casey Jones,* for Screen Gems. Railroading of 1890's and early 1900's will be theme. Firm also readying *Johnny Nighthawk,* half-hour series about two war veterans who start commercial airline, for Screen Gems. Two latest acquisitions bring Screen Gems presentations for 1957-58 season to 13.

MPA-TV, tv sales division of Motion Picture Advertising Service Co., New Orleans, announces syndication of new half-hour series, *The Tracer,* true stories about missing persons. Series stars Jim Chandler, with 26 shows completed or in works and 13 more planned.

American Machine & Foundry Co. (bowling equipment), New York, has started production on new series of 13 one-hour films, *Bowling Time,* which will be distributed to tv stations in fall by Sterling Television Co., N. Y., for local and regional sponsorship. AMF underwrites production costs on series, which is filmed at Paramus Bowling, Paramus, N. J., alleys using AMF equipment. Current 13-program *Bowling Time* series has been distributed during past year by Sterling to principal U. S. tv markets.

FILM SALES

ABC Film Syndication, N. Y., reports two multi-market and otherwise heavy volume of sales for *Code 3.* Fleming Co. (grocery wholesaler), through Carter Adv. Agency, Kansas City, bought film series for Columbia, Mo.; Kansas City; Topeka and Wichita markets for fall start; Top Value Enterprises Inc. (tv stamps), through Campbell-Mithun Inc., Minneapolis, purchased series for Houston, Washington and Tulsa, with starting dates to be announced. Other *Code 3* sales were to stations in Weslaco, Corpus Christi, El Paso, Lubbock and Sweetwater, all Tex.; Boise and Twin Falls, both Idaho, and Alexandria, La., for total markets sold at 70.

Sterling Television Co., N. Y., reports following sales: *Little Theatre* and *Armchair Adventure* (KVAL-TV Eugene, Ore.), *I'm the Law* (WSM-TV Nashville), *King's Crossroads* (KPIC [TV] Roseburg, Ore. [satellite of KVAL-TV Eugene]), *Ballet De France* and *Vienna Philharmonic* (WTTW [TV] Chicago), *Gadabout Gaddis* (WSAV-TV Savannah), *Lash LaRue* and *Features* to WJHL-TV Johnson City, Tenn.

FILM RANDOM SHOTS

CBS-TV Films, N. Y., announces it has dubbed *The Whistler, Range Rider, You Are There, San Francisco Beat* and *Gunsmoke* tv films into Spanish for Latin American market.

Bonded Tv Film Service, N. Y., named to handle tv films to be shown on Armed Forces Television Network.

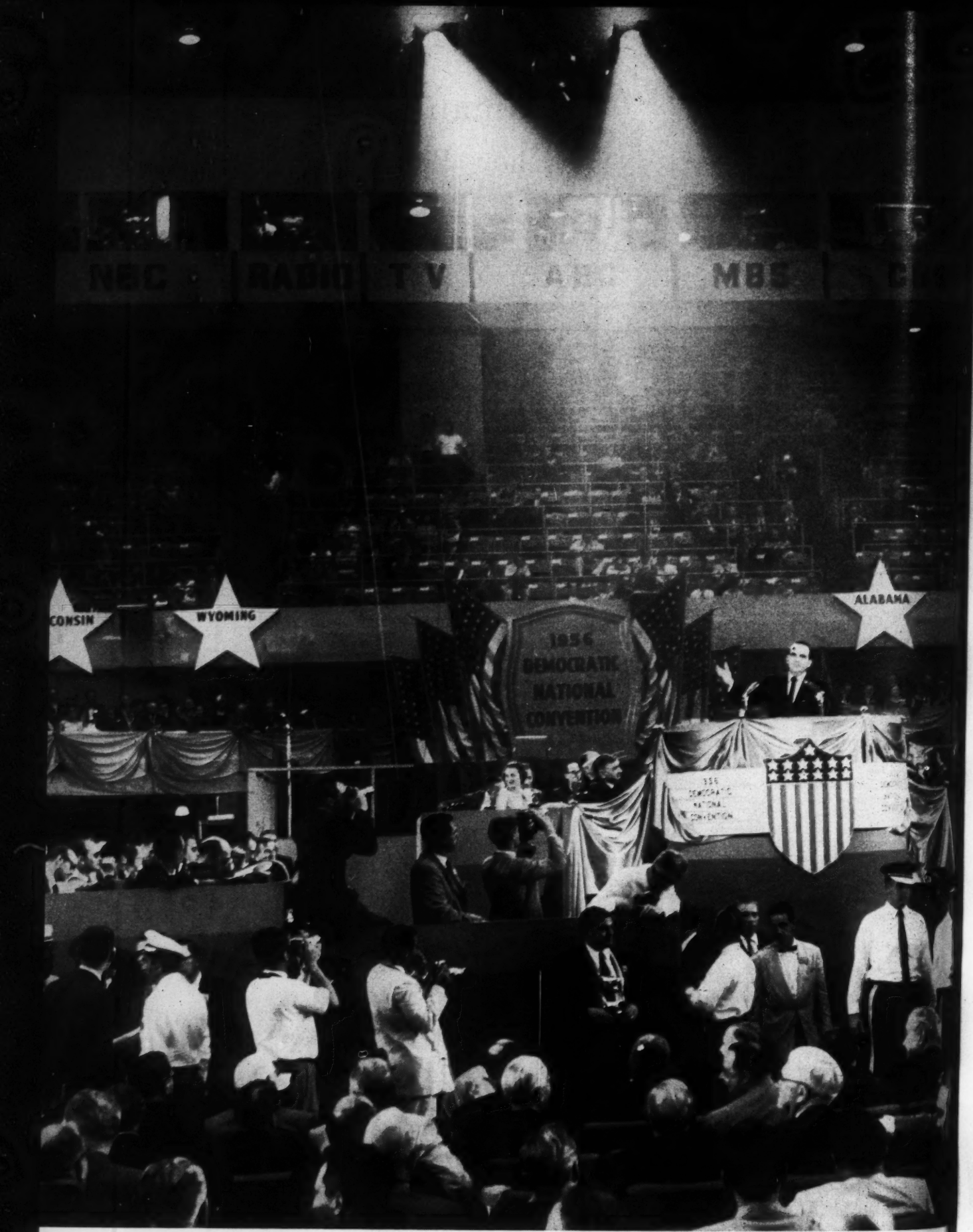
Woman-to-Woman
is how Betty Clarke sells

If what you sell is bought by women (and that's just about everything) you'll like the kind of selling job WFDF's Betty Clarke does. She's the only Woman's Editor in Flint radio . . . and her warm, personal show is a listening must each weekday. It's the one radio source in Flint for the latest news of fashion, food, beauty, and helpful household hints. Betty plays your commercials straight or gracefully works them into the program format. She's especially good with a new product. Why not yours? Katz will help you with all the details and tell you lots more about the show.

wfdf *flint, michigan*

nbc affiliate Associated with WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

Represented Nationally by the KATZ AGENCY



NETWORK BOOTHS WERE HIGH ABOVE DEMOCRATIC SPEAKERS' PLATFORM, GIVING SWEEPING VIEW OF AMPHITHEATRE

ONE DOWN— ONE TO GO

After a week's tough work in Chicago and the biggest, quickest mass movement of men and equipment in radio-tv history, broadcasters begin covering the Republican convention in San Francisco today.

IF THE nation's broadcasters could take a breather from the Republican National Convention which opens today (Monday) in San Francisco, they would clap one another on the shoulders and hark back to Chicago (1800 miles by air, 2500 by rail) where they have just completed one of their greatest, if not their greatest, triumphs.

But no breather was in sight as the mass of men and materials were set up for the second gruelling week.

While the radio-tv network and station coverage provided for this week's and last week's political pow-wows later may bear statistical comparisons, they are in a sense one united effort, joined together by the biggest and quickest cross-country transfer of equipment and men—and, one would hope, sanity—ever attempted by the industry.

If the radio-tv people had time to think of the future at all this week they probably were looking ahead with a mixture of dread and pride at the upcoming 1956 presidential election year campaign, in which a more somber, less wise-cracking Adlai Stevenson will run against a more politically-adept Dwight Eisenhower in a contest to be waged largely by radio and television.

As the air-lift from Chicago to San Francisco got under way (see story page 74) following the best-covered but sometimes tumultuous Democratic convention, there was no question about where "electronic journalism" stands in the minds, hearts and pocketbooks of aspirants for political office. Democrats spoke derisively of Madison Ave. and Wall Street backing of the GOP, which they said enables the opposition to dominate on the air, but they flocked to every accessible microphone or camera to get the free exposures to the folks back home.

After this week's Republican convention, which will nominate President Eisenhower by acclamation, the candidates will be "qualified" and the air appearances of the candidates themselves and spokesmen in their behalf will be on a commercial-sponsorship basis. At least that is the way it has been under the political section of the law, guaranteeing equal time under equal circumstances.

Television was both praised and damned by the Democrats. National Chairman Paul Butler got off to a dismal start by attacking CBS from the floor for its failure to carry all of the 28-minute film "Pursuit of Happiness," which he called an integral part of the keynote ceremonies. CBS Inc. President Frank Stanton promptly took issue, and came out ahead, when competing networks and the press generally supported the network's right to cover what it saw fit as purely a matter of editorial judgment (see story page 72).

There were other incidents involving tv, with Mr. Butler usually in the middle, but it nevertheless was generally acclaimed as the best-managed and physically-planned convention in history.

Heavy Pre-Emptions

Commercial pre-emptions on the tv and radio networks were running at a substantially higher rate than anticipated as the Democratic convention moved into its nominating sessions Thursday.

Representatives of the three tv networks estimated that regular commercial programming deleted to make way for convention coverage from Monday's opening session through the Wednesday night session totaled 30 hours and 30 minutes. Originally it had been expected that commercial tv pre-emptions for the entire Democratic convention would come to 35 hours and 15 minutes [B•T, Aug. 6].

NBC-TV spokesmen said that network had pre-empted 16 hours of commercial programming through Wednesday night; they had expected around 16 hours and 30 minutes for the complete convention.

CBS-TV authorities said their pre-emptions through Wednesday night totaled 7 hours and 30 minutes, as compared to earlier expectation of 12 hours 15 minutes.

ABC-TV spokesmen pegged pre-emptions through Monday-Wednesday at 7 hours, but pointed out that about half of these involved only regional groups rather than the full network. They had estimated beforehand that the total for the convention would be 6 hours 30 minutes.

In radio, pre-emption totals were more difficult to fix, owing to the varying patterns of selling radio time. If periods in which one segment has been sold is counted equally with those which are wholly sponsored, the count of commercial pre-emptions Monday through Wednesday night is approximately as follows, according to spokesmen for the respective networks:

CBS Radio: six hours as compared to 7 hours and 40 minutes originally expected for full convention.

Mutual: two hours as compared to 4 hours and 35 minutes expected.

ABC Radio: one hour 45 minutes as compared to 1 hour and 30 minutes expected.

NBC Radio: commercial pre-emptions were "negligible" because most programs involved were rescheduled. Network earlier reported 2 hours and 35 minutes in pre-emptions expected.

A house-to-house survey taken by Pulse Inc. during the 9:30-11 p.m. EDT period last Monday when all three tv networks were telecasting the opening of the Democratic Convention gave a 48.7 rating. (Pulse's top-rated program on tv both in May and June was the *Ed Sullivan Show* on CBS-TV which marked up a respective 44.2 and 42.5 Pulse rating for those months.) Pulse also released a three-network audience composition breakdown which found 2.6 viewers per tv home (263 viewers per 100 tv homes); with 107 viewers, men; 114, women; 23, teenagers, and 19, children. The Pulse survey included 20 major U. S. markets.

For the first time in political convention history, speakers at the Democratic convention broadcast non-partisan appeals to get Americans to register, inform themselves and vote Nov. 6. First non-partisan note was struck last Tuesday at the convention and will be followed this Thursday in San Francisco by one to be made by John C. Cornelius, president of the American Heritage Foundation, which has been the moving force behind the "Register-and-Vote" campaign.

J. Leonard Reinsch, executive director of the James M. Cox radio and television stations, was the convention manager, on a volunteer basis. He probably will figure in the Stevenson campaign as consultant—a job he performed four years ago, and has performed since the last Roosevelt administration, and through the Truman tenure.

It's expected that Norman, Craig & Kummel, the Democratic National Committee agency, will carry on through the campaign. Vice President-partner Walter Craig will run the radio-tv end, assisted by Reggie Schuebel. Options already have been made to the extent of about $2 million.

With the nomination of Mr. Stevenson, speculation centered on personalities expected to play key roles in his forthcoming campaign and the nature of radio-tv broadcast activity to be pursued, particularly any changes in concept from the Democratic candidate's 1952 program.

The Stevenson board of strategy plans to thresh out these and various organization matters involving the national committee in the next fortnight, it was reported. This would include working liaison with the committee formation of adjunct groups (like the National Volunteers for Stevenson in 1952) and the status of the present Stevenson campaign and Stevenson-for-President committees.

Among principals now in the nominee's camp—and anticipated to carry on in varying

WFLA Radio *Covers*

Florida's 2nd Market Best!

IN **POPULATION**
THE TAMPA–ST. PETERSBURG METROPOLITAN MARKET

IS **2nd** IN FLORIDA

AND **35th** IN AMERICA!

WFLA Radio covers TAMPA - ST. PETERSBURG metropolitan market — Florida's SECOND MARKET — *where population has jumped 63% in the last ten years!*

WFLA reaches more than a quarter of a million radio homes in a busy 11-county trade area. *But that's not all!* For three years Florida has led the nation in percentage of increased traffic volume — car radios are an important addition to the WFLA audience. It's a big, able-to-buy market — *a double-barreled market* with a basic economy of year 'round industrial and agricultural production supplemented by millions of tourist dollars!

To reach *more radio listeners, more often* in Florida's SECOND MARKET — spot your product on WFLA!

(Figures from Consumer Markets)

The Tampa Tribune Stations

wfla TAMPA-ST. PETERSBURG NBC AFFILIATE — AM • FM RADIO — NBC

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

MBS COMMENTATORS are greeted at the Democratic convention by L. L. Smith, vice president of Kohler Co., Kohler, Wis., which sponsors Mutual's coverage of the nominating conventions and the election returns on Nov. 6. L to r (seated) are Bill Cunningham, Boston; Mr. Smith; Fulton Lewis Jr., Washington; Virgil Pinkley, Los Angeles; Ed Pettitt, New York, and (standing) Bob Siegrist, Milwaukee; Les Nichols, Denver; Bill Hillman, Washington; Milton Burgh, Mutual director of news and special events, and Robert Hurleigh, Washington. The Kohler Co. manufacturers plumbing fixtures and fittings.

capacities—are Roger Tubby, Mr. Stevenson's press secretary and one-time figure in the Truman Administration; George W. Ball, public relations director, who has concentrated on the governor's tv activities the past few weeks and is a member of the Washington law firm of Gottlieb, Friendly & Ball, and Bill Wilson, former CBS producer-director who has been handling technical details for Mr. Stevenson's tv appearances and liaison work.

Also mentioned is Clifton Utley, NBC commentator and good friend-and-confidante of the governor for many years, providing health considerations permit. Mr. Utley has been recuperating from a heart ailment suffered in 1953 and plans to return to NBC Radio Sept. 3 and perhaps later to NBC-TV as he increases his work schedule.

On the agency level, Ed Plaut, writer with McCann-Erickson, joined the Stevenson camp the past fortnight and has been working with Mr. Wilson.

Key figure in organizational planning the next fortnight will be Mr. Reinsch. Jack Christie is radio-tv director of the national committee and was a staff aide to Mr. Reinsch for convention planning.

Mr. Ball was active in the 1952 Stevenson campaign as executive director of the Volunteers for Stevenson group, which was set up primarily as a fund-raising adjunct of the party. He was a principal in the 1952 Eisenhower radio-tv "blitz" controversy, which wound up in the laps of the FCC [B•T, Oct. 6, 1952], and his views on political broadcasting are well known, though his law firm is not active in that field.

Leonard W. Hall, Republican chairman, already has announced that television will be the backbone of the Eisenhower campaign, because the president will do a minimum of barnstorming. BBDO's Carroll Newton, is in charge, reporting to L. Richard Guylay, GOP director of public relations, who says the committee will use "saturation radio" as well as television, with commitments already exceeding $2,250,000.

The phrase-making, newspaper-trained, attorney candidate Stevenson is no neophyte in air-campaigning. He is a masterful orator. But in the campaign four years ago, his weakness for quipping and punning hurt him. His confidantes assert it will be different this time. Four years ago he was a reluctant candidate; this time he actively campaigned for the nomination and got it over the stalwart opposition of former President Truman.

Mr. Stevenson previously had expressed himself as believing that radio and television have won their spurs as qualified news media, and should receive full recognition as counterparts of the press. He has held minority interests in radio stations, by virtue of family ownership of the *Bloomington* (Ill.) *Panotograph*, an interest he relinquished four years ago when he became the Democratic nominee the first time.

He also has expressed himself as against censorship, no matter what the guise or excuse. And repeatedly during the campaign four years ago he went all out in favor of open, free and vigorous competition. As a lawyer, he has handled only one case involving communications in recent times. That was as counsel for RCA in a triple damage suit leveled by Zenith involving patents.

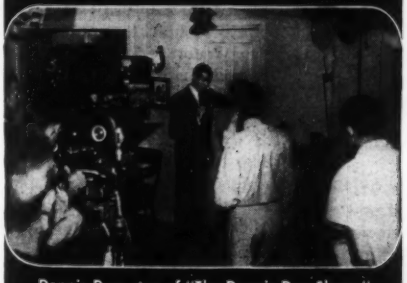
About a year ago Mr. Stevenson, interviewed by Dorothy Fuldheim over WEWS (TV) Cleveland, expressed doubts about the televising of presidential news conferences inaugurated by President Eisenhower. He said he thought that anything that tends to put a "political tone or a political aspect on a presidential press conference is a mistake."

How did he feel about the notion that politicians ought not to be allowed to use prompting devices and make-up, because "they look like what they ain't"?

Mr. Stevenson thought any medium which puts the emphasis "on stage management, on preparation and on dramatics, also puts a premium on people who are gifted in that respect and I think this tends to discourage spontaneity and reality. I don't think this is necessarily wrong. I think perhaps we have got to find ways and means of adjusting the

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live-show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

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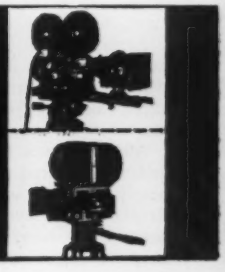
85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



A MONITOR at ABC's control center holds the attention of H. Pierson Mapes (r), vice president of Hutchins Adv; ABC President Robert E. Kintner (standing) and Raymond B. George, Philco vice president.

WATCHING Democratic convention activities from their box in Chicago's International Ampitheatre are Brig. Gen. David Sarnoff (r), chairman of board, RCA, and Robert W. Sarnoff, NBC president.

use of the mass media of communications—which are inevitable—we're going to use them—so that they don't present the unreal for the real—in other words, they don't defraud you."

The Democratic platform, adopted last Wednesday night, carried no language relating to broadcast media. There was a freedom of information plank, condemning the Eisenhower Administration for "withholding information" and pledging that, under a Democratic Administration, secrecy in government would be reversed: "We re-aver our position of 1952, to press strongly for world-wide freedom in gathering and dissemination of news."

A proposal for free radio-equal access plank had been made to the platform and resolutions committee the preceding Saturday by Harold C. Stuart, executive vice president of KVOO-AM-TV Tulsa, but did not get to a vote. With a number of members of Congress on the 112-man committee, the proposal reportedly proved too controversial to handle, because of differences of opinion as to whether cameras and microphones should be brought into committee rooms. House Speaker Sam Rayburn had been opposed to throwing open committee hearings to the broadcast media.

It was learned that Vann Kennedy, president-general manager of KSIX-AM-TV Corpus Christi, a member of the full committee and its drafting subcommittee, informally proposed the Stuart plank, but did not call for a vote.

The language proposed by Mr. Stuart, former Assistant Secretary for Air of the Defense Dept., was as follows:

"We reaffirm our faith in radio and television as 'electronic journalism' and we believe that as such they are entitled to the same privileges and prerogatives and bear the same obligations as the press, under the First Amendment to the Constitution. This parity of 'electronic journalism' with the printed page extends to radio and television not only equal rights of constitutional protection against abridgement of free press and free speech, but also of equal access to all public events."

All told, more than 1,800 radio-tv newsmen and staff covered the Chicago convention, with nearly as many scheduled for this week's San Francisco conclave, expected to be less exciting because the nomination is cut-and-dried—barring the unforeseen. Sponsors, shelling out about $15,000,000 on four radio and three tv networks, appeared to be happy about Chicago coverage—and results, to the extent that they could be appraised.

All network heads were on hand to personnally observe and direct their respective activities, and to hand-shake and make the customary rounds. On the surface, only CBS Inc. President Stanton had to work overtime—because of the keynote programming incident provoked by Chairman Butler.

But there were other undercurrents and mild explosions. Mr. Butler found himself in another big controversy involving broadcasting—but this one he won.

From the outset, the networks had been told by Mr. Reinsch, convention manager, and himself a broadcaster, that the sessions would begin on time. Historically, conventions are late in starting each session with resultant losses in commercial commitments.

The important night sessions were scheduled for 8:03. Mr. Butler told the networks that to get gavel-to-gavel coverage of these sessions the starting time should be 8 p.m. The networks, following precedent, wanted an 8:30 p.m. sign-on, which would save about $125,000 in time and commercial preemptions.

At a Tuesday session with CBS Inc.'s Mr. Stanton, NBC President Robert W. Sarnoff and ABC President Robert Kintner, the networks argued that they should pick up only the important events, and do away with broadcasts of the invocations, massing of the colors and other usual preliminaries.

The networks, it was reported, agreed to the 8 o'clock starting time, but reserved the right to cut away for other important developments.

The national committee found itself involved in a minor and momentary scuffle with the radio-television correspondents over mezzanine working facilities at the convention.

Misunderstanding arose Tuesday when the committee, miffed over what it claimed to be a large number of empty seats, pre-empted the working area to the public and others holding no reserved tickets. Correspondents claimed many reporters were working at their studios or otherwise covering convention activities, and could not be present when proceedings started. The following evening the radio-tv, periodical and other sections were visibly bannered as such and public observers were restrained by ushers from entering.

Committee aides noted complaints of several empty seats in the gallery in justifying their decision to let non-ticket holders in, although on opening day, it was recalled, there were more news representatives on hand than actual delegates. Radio-tv correspondents claimed the pre-emptions violated the committee agreement and ignored the nature of correspondents' duties.

Heading the correspondents are Bill Henry, convention chairman; Joseph F. McCaffrey, radio-tv chairman; Willard F. Shadel, convention co-chairman, and Gilbert Kingsbury, representing independent stations.

●

FRIENDS AND FOES • Democratic National Chairman Butler, in his opening address Monday, accused the GOP of "sabotaging" the publicly sponsored plan for raising funds to defray campaign expenses. This was the plan proposed by Philip Graham, publisher of the *Washington Post and Times-Herald* (WTOP-AM-FM-TV). He said the Republicans "avoided and rejected the proposals of leaders in television and radio for public debates between the Presidential candidates of the two major parties." This was the proposal of CBS Inc. President Frank Stanton. [*Editor's Note:* After CBS was attacked by Mr. Butler for its failure to carry the Democratic documentary film later that day, Mr. Graham's *Post* vigorously defended CBS' right to make its own editorial selection.]

REINSCH'S ROOMS • One of the busiest men in Chicago was J. Leonard Reinsch, assistant chairman of the Democratic National Committee and general manager of convention, who was operating Cox radio and television stations by remote control. Mr. Reinsch had three headquarters—on the eighth floor of the Conrad Hilton Hotel, hideaway suite across the street at the Blackstone and tactical office built into platform at amphitheatre. He also maintained staff and quarters at Stockyards Inn.

LEGMEN • Among many familiar faces at convention as working reporters: Joseph M. Bryan, president, Jefferson Standard Broadcasting Co. (WBT-WBTV (TV) Charlotte, N. C., and WBTW-TV Florence, S. C.); Fanney Ney-

man Litvin, former FCC examiner, for Ed Craney's Montana stations, and Harold C. Stuart, KVOO-AM-TV Tulsa, former assistant secretary of defense for air. Also seen and heard, but not as correspondent, was former FCC Comr. Frieda Hennock.

GENTLEMEN FROM TEXAS • One of important broadcasters with official convention duties, aside from General Manager Reinsch, was Vann Kennedy, owner of KSIX Corpus Christi and CP holder for KSIX-TV, who was delegate from Texas, and member of Platform and Resolutions Committee.

FREE LUNCH • RCA-NBC stole show at amphitheatre with its hospitality arrangements. Sid Robards, RCA press head, was host to 800-1,000 newsmen daily, serving hot lunches and beer, in new portion of hall ground floor. Six modern trailers, equipped throughout with RCA and Whirlpool appliances, were used. On hand too was Syd Eiges, NBC vice president, along with heads of press of all RCA divisions and their advertising agencies.

COLLECTORS' ITEM • Proving that the Stevenson camp was alert to modern campaigning, gaily-attired girls who passed out Adlai buttons also were soliciting contributions to "put Adlai on tv."

VOLUNTEERS • Among workers in the ABC radio-tv booth above the rostrum were two young men who also showed suitable talents. Both John Charles III and John Neal, sons of ABC Vice President John Daly, in charge of coverage, volunteered their services as copy boys.

WATCH YOUR LANGUAGE • In the MBS booth hung a sign: "Please watch your swearing and profanity. You may be on the air."

PREFERS TO BE SEEN • CBS o&o WBBM's Eloise Kummer managed to nab a number of important VIP wives for her radio show last week—just about everybody except Mrs. Frank Clement. Contacting the governor's press agent, she reportedly was advised that Mrs. Clement accepts only tv commitments.

MEDIA SLEIGHT-OF-HAND • Sen. Robert Kerr (Okla.), himself identified with broadcast interests, managed to get in a few anti-media licks Wednesday evening. The GOP "circus," he charged, is conducted, among other things, on the basis that "if you have the right advertising agencies, the right publicity men and the slyest, slickest slogans, the people can be deceived into believing just what the administration wants them to believe."

Presidential Preference

KGO-TV San Francisco and ABC had a very special reason to take extra pains in decorating their "VIP Room" for the Republican convention in San Francisco's Cow Palace. The room will be used by ABC executives and high-ranking political figures while waiting to go on the air or just as a quiet refuge from convention activities.

Among those who might plausibly use the room are President Eisenhower. Inquiries were made as to what the President would prefer in the way of decor and furnishings. Consequently, his favorite color schemes were carried out.

'IKE' INTERRUPTION • Candidate Stevenson was cut short Tuesday by a toppling tv camera while speaking to some delegates. He paused and advised the camerman he didn't miss anything. "The fact is," Mr. Stevenson said, "I was wondering what to say next."

ADLAI'S DAUGHTER-IN-LAW • Among younger celebrities at Democratic convention was Mrs. Adlai Stevenson Jr., daughter of Warwick Anderson, head of Doe-Anderson Adv. Agency in Louisville, and Mrs. Anderson, who accompanied her. Adlai Jr. is law student at Harvard.

TOP ADVISOR • On Adlai Stevenson's top board of strategy is Barry Bingham, editor-owner of *Louisville Courier-Journal* and *Louisville Times* (WHAS-AM-TV). He is quietly in background. He was right bower to Adlai in 1952, too.

WHIRLED AWAY • After Monday convention recess, press and other people left amphitheatre by various means, most picturesque being CBS', NBC-TV's and Chicago merchant Sol Polk's helicopters. For CBS-TV and NBC-TV, it meant film was back on its way to Merchandise Mart.

HEAT'S OFF • ABC claimed 15 degrees cooler temperature in its studios than in rest of the amphitheatre because of air-conditioning unit specially installed by Philco, of course.

BUY A BIT OF YESTERDAY...
FOR BIG PROFITS TODAY!

WOR-TV's "Theatre of Movie Classics"

for Sunday showing, 1:30-3 pm, 3-4:30 pm, 4:30-6 pm, 9-10:30 pm

For the first time on television... a series of motion picture hits from the fabulous Thirties.

A chance for Pop and Mom to reminisce, a chance for the kids to see the stars they've only heard about, as well as the early successes of those they know today. And a field day for everybody remembering or wondering about the clothes and cars and houses and hairdos that were the last word when these pictures made their successful bow.

And what a chance for an advertiser! To tie in with a wonderful family show virtually all day on the family's big day....Viewers tune in any time from 1:30 to 4:30, and see a complete show. And the evening showings are adjacent to "Million Dollar Movie," New York's all-time favorite feature film program.

"Theatre of Movie Classics" is just one more example of the solid and *effective* film programming that has made WOR-TV New York's favorite movie station... by far.

WOR-TV, New York channel 9

first with the finest films

For further information and rates, call Bill Dix, WOR-TV, LOngacre 4-8000

in the heart of Mississippi

WJTV

JACKSON

♥ FIRST in viewership—WJTV leads in 122 of the week's 168 quarter hours, 5 PM to 11 PM Monday through Sunday (that's 72%!)

♥ FIRST in programming — WJTV has the first 9 of the 10 highest rated weekly shows

♥ FIRST in daytime once-a-week shows

♥ FIRST in multi-weekly network news show

♥ FIRST in multi-weekly local news and weather shows

♥ FIRST in multi-weekly daytime shows

* Taken from Pulse dated June 1-7, 1956

WJTV CHANNEL 12

CAPITOL BROADCASTING COMPANY

Jackson, Mississippi

represented nationally by:

THE KATZ AGENCY

MR. BUTLER

DR. STANTON

MR. MICKELSON

CONTROVERSY IN CHICAGO

CBS-TV proved to be the principal rather than the vehicle in the first big broadcast news story out of the Democratic Convention in Chicago last week by failing to broadcast the documentary film "Pursuit to Happiness" at the opening keynote session Monday night. The network suffered the ignominy of being publicly criticized from the podium by National Chairman Paul Butler in the first of a series of events which saw heated exchanges with CBS Inc. President Frank Stanton.

Mr. Butler charged CBS had breached its commitment to carry the film, which he described as an integral part of the keynote ceremonies Monday night, with the network using instead a forum news roundup and picking up only a few minutes of the film. He mentioned "sabotage" in his exhortation to the convention, but did not mention CBS by name. He publicly thanked NBC and ABC for carrying the film, produced by Dore Shary and narrated by Sen. John F. Kennedy (D-Mass.). There were cries of "throw 'em out" from the arena, and menacing fists were shaken in the direction of the CBS booth overhanging the hall. Some CBS people were pushed around, it was reported.

First CBS reply soon was issued by Sig Mickelson, CBS's vice president in charge of news and public affairs, who said the network had no commitment to telecast the film.

Dr. Stanton quickly answered by telegram what he described as the "inflammatory attack" and denied that CBS had ever committed itself to carrying the film. Those who make the news, he said, cannot, in a free society "dictate to broadcasters, as part of the free press, to what extent, where, and how they shall cover the news. Television and radio, in covering the convention as well as all other news events, are not mere conduits which must carry everything which the newsmaker demands."

ABC President Robert Kintner, in a formal statement, and Brig. Gen. David Sarnoff, in an oral observation, backed up Dr. Stanton's position. They asserted the right of broadcast media to exercise news judgment.

Officials of Ketchum, McLeod & Grove, Pittsburgh, advertising agency for Westinghouse Electric Co. which is picking up the CBS-AM-TV convention-election tab for $5 million, expressed no concern about the incident. Several executives of the agency were in Chicago for the convention and, in fact, in the CBS booth at the time Mr. Butler exploded with his comment. Dr. Stanton and Mrs. Stanton were in a box, seated next to President and Mrs. Harry Truman.

Mr. Butler, at a news conference hastily called on Tuesday afternoon, asked CBS formally to run the full film. In this conference, he expressed the view that the advertiser should be concerned about millions of people having been deprived of witnessing and hearing an important part of the keynote speech.

Mr. Kintner issued this statement:

"ABC believes that each network must exercise its own editorial judgment concerning coverage of both the Republican and Democratic conventions.

"We believe CBS was perfectly within its editorial rights to broadcast what it believed to be of greatest public interest. The right of networks to exercise judgment on important news events is as basic as freedom of the press and freedom of speech."

NBC was represented as being "aware" from the outset that the documentary film was considered a part of the "official proceedings" and was prepared to carry the entire motion picture.

Dr. Stanton, in a wire to Mr. Butler from New York, promptly rejected the DNC chairman's "formal demand" for showing and broadcast of the "Pursuit to Happiness" film on the same lineup of radio-tv stations which have carried the convention coverage.

"In the light of all the circumstances and after careful consideration, we believe it inappropriate to accede to your demand," Dr. Stanton asserted.

Neither Gen. Sarnoff, RCA board chairman, nor NBC President Robert W. Sarnoff would make any formal statement on the incident, but were represented unofficially on behalf of the network as supporting CBS' position. Gen. Sarnoff told B•T Wednesday he is not "contemplating at this time" any formal comment on the controversy.

There was no public indication early Wednesday, in light of CBS' rejection, whether the DNC would press for radio-tv time to show and broadcast the 28-minute film, of which CBS carried six minutes. It was understood, however, that the matter would be dropped and no second demand would be made on the network.

CBS-TV, along with NBC-TV and ABC-TV, also cut away from a film clip of "The Best

FREEDOM IS A NATURAL RESOURCE, TOO

Ask almost anybody to tick off the natural resources that make America the world's most prosperous nation. He'll mention forests and coal and oil and iron and water power.

He'll probably never mention *freedom!*

Yet, per inhabitant, America has less oil than Iran.

Less timber than French Equatorial Africa.

Less iron ore than Brazil.

Less water power than the Belgian Congo.

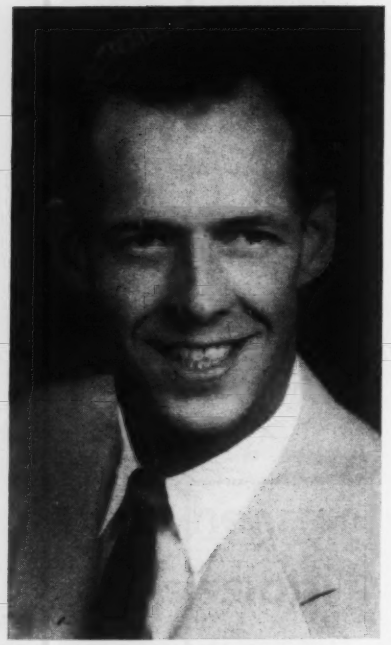
What makes our standard of living higher? The freedom of all American business, small or large, to compete for the use of our natural resources with efficiency and conservation for the greatest national good. Plus the freedom of every American citizen to benefit from the products growing out of this American business courage.

REPUBLIC STEEL

GENERAL OFFICES • CLEVELAND 1, OHIO

EXPANDING BY $150,000,000 TODAY BECAUSE OF FAITH IN TOMORROW

46.9%
AUDIENCE
SHARE*
MONDAY thru FRIDAY



"FIRST CALL"
with Jack Slattery

6:30 - 10:00 AM
Monday thru Saturday

Share of Audience
"FIRST CALL" — 46.9
NET. STA. B — 29.7
NET. STA. C — 16.5

TOPS IN POPS
HITS
PROVEN
STANDARDS

* C. E. HOOPER
INC.
1956

MUSIC • NEWS • SPORTS
CALL
VENARD-RINTOUL-McCONNELL INC.

Years of Our Lives" Tuesday evening, as a lead-up to the appearance of Harold Russell, former national commander of the American Veterans for World War II & Korea and star of the motion picture. (The networks were not expected to cover this film clip.)

CBS-TV's Walter Cronkite explained that the network had no advance print of the clip and that picking it up off the screen, rather than by tv directly, might not prove "acceptable."

At his Tuesday news conference Mr. Butler relaxed his criticism of CBS to more even-tempered tones after his Monday evening blast, but still felt the network should "correct an error of judgment."

Mr. Butler asserted that media "have no right" to edit a vital part of the program and noted that radio-tv are "licensed and certified" by the government "for the public domain." He added, however, that while he wouldn't "go so far as to agree" with Sen. John Bricker (R-Ohio) on the latter's public utility concept for broadcasters, Sen. Bricker's position "will have much more public support" if similar incidents occur.

Mr. Butler declared he does not intend to deny networks the right to exercise editorial judgment, but "we permit the media to cover the convention and will expect them to exercise better judgment."

The DNC chairman admitted he had used the word "sabotage" Monday evening in describing the CBS action and still maintained it was "in effect sabotage," and added things may be altered in emphasis "as one cools off and gets a few hours of sleep."

Mr. Butler said a problem of communications in CBS ranks may have been involved, and professed the "greatest admiration and respect for Dr. Stanton." He opined such an incident won't happen at the GOP convention this week with respect to the keynote presentation. Mr. Butler also noted that CBS has "been one of the leaders in the industry and one of the most creative networks."

Mr. Butler while discussing Dr. Stanton, presumably referred to Gen. Sarnoff when he reminded reporters that "another great man—a great leader in the broadcasting industry—has often spoken of the 'freedom of the American people to see and hear'."

Butler's Speculation

Mr. Butler also speculated as to the sponsor's (Westinghouse) reaction to the fact that CBS had edited the film and as to the effect of its coverage. He also wondered what the public's reaction would be to the Democrats' request for a "reasonable adjustment" on the film showing.

Fact that the networks had "no legal obligation" to carry the film also was recognized by Mr. Butler. He said he had an oral commitment with CBS as far back as last February and that, at one time, he had discussed with Dr. Stanton the possibility of putting the whole keynote presentation on film. Lacking such assurance, he added, the committee would not have spent money on the film. He stressed, in response to a question, that there is "no warfare with the networks but just a difference of opinion," and recognized it would be difficult to get coverage "identical" to that of the convention.

Aside from public reaction at not seeing the whole film on CBS-TV, Mr. Butler added, the incident could serve to "crystalize in the public mind what restrictions in the form of legislation might be needed" to avoid such an "injustice" in the future.

Mr. Butler also complained of "very little" network floor coverage of women's activities for the second day of the convention, Tuesday.

Asked to explain his more temperate views from last Monday evening, Mr. Butler said that "if I indicated some Republicans in CBS had played a dirty trick, I didn't mean to," but added such an incident had never happened before in keynote history.

Mr. Butler said he was not suggesting "gavel-to-gavel" coverage of the convention (radio-tv don't have any more responsibility than newspapers to carry every word—but the film was "an integral part of the keynote presentation and the networks knew this.") Mr. Butler noted that commentators Edward R. Murrow and Eric Sevareid advised viewers CBS-TV would carry the keynote film. He added he was generally satisfied with overall radio-tv-press coverage of the convention to date, save "for a few newspapers."

While discussing editorial judgment and evaluation of news as between broadcast and printed media, Mr. Butler commented:

"It was my hope that the infant medium of television and the small boy medium of radio would not fall into some of the habits of the older medium of newspaper reporting."

Mr. Butler also said he understands a "lot of people prefer live to film programs" and speculated, in a jocular vein, whether "this presages any CBS turn to all live shows."

A $20,000 Bargain

The disputed film cost the DNC in excess of $20,000 to make, which Mr. Butler termed a "very low figure" because of gratuitous" help from Hollywood production and technical quarters. He said it might have cost between $100,000 and $150,000.

Mr. Butler said he is cognizant elements of freedom of speech and press have been raised over the CBS action—the "freedom to see and hear"—and said he felt the citizen should be able to enjoy "the right of the freedom of presentation and the right to see and hear" or the public might favor "possible restrictions."

The film was "much more newsworthy and entertaining than some of the programs they had on," Mr. Butler added.

The Monday night blast at CBS by Mr. Butler was a mixture of praise for ABC-TV and NBC and expression of regret that "a major network has failed to keep its commitment." To cries of "throw 'em out!" he added:

"Ladies and gentlemen, let me say to all of you that we had no idea that any network would edit any part of this convention to the detriment of the American people, but we shall keep our commitment to all the media of public information, the networks and the press, so that the people may know."

AIR-RAIL MOVEMENT ON TIGHT SCHEDULE

"OPERATION Transport"—by air and rail—was geared to political convention timetables Thursday as the major networks firmed up plans for the transfer of electronic equipment from Chicago to San Francisco.

ABC-TV, CBS-TV and NBC-TV seemed hopeful, for different reasons, that primary gear would be in place and ready to function by late last Saturday evening, if not before that time, and indications were they would meet their own timetables.

All three tv networks reported they had chartered air flights ready to leave with basic equipment within six hours after the final gavel fell on the Democratic national convention. NBC-TV shipped out transmitter and microwave equipment Thursday by train, along with its Cadillac mobile units, while ABC-TV sent

Continues on page 76

"Ad Age is an indispensable tool"

says **JOHN H. BALLARD**
President
Bulova Watch Company

"Advertising Age is an indispensable tool for this constantly changing advertising business. I always turn to my latest copy for the latest and most extensive news in the field. The factual approach is one I particularly appreciate and I have learned that if it appears in Ad Age, I can rely on the information."

JOHN H. BALLARD

Mr. Ballard is a modern day example of the classic Horatio Alger. At 16, he started at Bulova as a $4.00 a week office boy, and today is president of the largest jewelled watch company in the world. From 20 employees in 1909 to over 5,000 in 1956, Bulova under his direction recently exceeded $80,000,000 in annual sales.

Earlier in his career, he personally travelled the country for Bulova buying time spots on radio stations—spots that made B-U-L-O-V-A commercials world famous. Later, he became vice-president/sales and today, is still the guiding light in the firm's advertising, merchandising and sales.

When market matters are in a state of flux, and time plays its usual major role in daily decisions, you'll find that most of the executives guiding important sales, advertising and marketing programs rely on Advertising Age. On Monday mornings, as well as Monday evenings, AA's reports on late news, shifts and developments get priority reading in the offices and homes of decision-makers who are important to you—not only those who *activate*, but those who *influence* important market and media decisions.

Take Bulova Watch for example. Broadcast has long played a major role in Bulova's establishment and phenomenal growth. Its expenditure of $1,228,400* for tv spot alone ranks it among the top 11 tv spot advertisers for the first quarter of 1956. To its regular spot schedule, Bulova has added 18 stations for a total exceeding 285 on radio and tv.

Every week, *9 paid subscription copies of Ad Age* are turned to by sales, advertising and other management executives at Bulova. Further, *172 paid subscription copies* reach the agency handling Bulova broadcast schedules, McCann-Erickson.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation exceeding 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and you'll recognize in Advertising Age, **a most influential medium for swinging broadcast** decisions your way in 1956.

*N. C. Rorabaugh Estimate for Television Bureau of Advertising

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1 Year (52 issues) $3

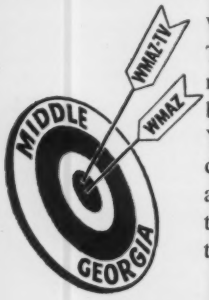
ABC ABC NBP

AMAZING!

41.6% RETAIL SALES GAIN IN METROPOLITAN MACON DURING PAST FIVE YEARS

A greater increase than scored by all but three of the nation's top 25 markets! There's a reason: Retail hub of the multi-county Middle Georgia market, Macon is prospering in the expanding wealth of new industry, bigger payrolls, big-yield agriculture. Macon retailers rang up almost $160 million in sales last year.

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE



WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:
AVERY-KNODEL, INC.

Continues from page 74

a station wagon and other equipment by train Thursday evening.

Each network is limited via air to 10,000 pounds. CBS-TV aimed expedient crating and packing facilities to meet its San Francisco deadline, while ABC-TV was prepared to call on equipment from its o&o KGO-TV there. In Chicago the network utilized cameras of its o&o WBKB (TV) and WABC-TV New York. Because NBC o&o WNBQ (TV) cameras are geared for color television, that network utilized equipment from WRCA-TV New York and WRCV-TV Philadelphia.

As head of the convention camera pool, NBC-TV reckoned it might be a close timetable squeeze, though it anticipated less tonnage in flight, despite cameras and associated equipment.

The network pool also includes two other flights transporting over 100 people from all three networks after the equipment had gotten off the ground.

While official comments were sparse as of Thursday, consensus was that, generally, bantam-sized tv cameras, along with miniature radio equipment, held their own as convention innovations during the Democratic conclave. There were difficulties in some instances, of course, but the portability of the instruments, along with visual screen effects, proved their advantages, in the view of many observers.

CBS-TV utilized its Intercontinental four-pound camera with portable unit as well as a lighter Lockheed vest-pocket model of revolver size. ABC-TV also used a four-pound camera development of Philco. ABC-TV emphasized it was pinpointing personalities with circled pictures, making it easy to identify them when grouped for floor interviews. NBC also used the same technique.

All told, most of the standard convention gear allowed for as many as 26 different visual effects on tv screens, including CBS-TV's technique of showing a centered picture, with adjoining inserts around the periphery.

RCA also worked its experimental four-pound camera with 15-pound back-strapped transmitter.

Among equipment used successfully were radio-tv "walkies-talkies," tv "creepie-peepies," and handless telephones.

GOP'S TV EDGE IN '52 CITED IN MICH. REPORT

REPUBLICANS in the 1952 election campaign had an "initial advantage" over Democrats in the "new world of television," according to an analysis published by the U. of Michigan.

According to the 122-page report, tv coverage and content on behalf of Gen. Eisenhower outweighed that of Gov. Stevenson because of "the traditional bent of those who controlled the mass media and the greater efforts of the Republican party."

The analysis, "Competitive Pressure and Democratic Consent," is co-authored by Morris Janowitz, associate professor of sociology and research associate at the U. of Michigan's Institute of Public Administration, and Dwaine Marvick, assistant professor of political science at the U. of California (Los Angeles). The study is based on interviews by the field staff of the U. of Michigan's Survey Research Center of "a nation-wide cross section of adult citizens living in private residences," with 1,614 persons interviewed before and after election day.

Stating that tv exceeded both radio and the press as a chief source of public information about the 1952 campaign, the report said that tv, because of its visual content and suitability for creating favorable images of candidates, was especially significant for Democrats in that it "helped widen the arena of competition and offered a likelihood of offsetting the advantage Republicans traditionally enjoyed in the editorial outlook of the American press."

Tv also "upset the simple formula that higher social class and educational level imply greater exposure to the mass media," the report said, for "when the middle class and the lower class were compared, the amount of television involvement was roughly equal."

On the question of whether the mass media stimulated voting, the report said nonvoting among television fans (those who follow tv closely) was substantially less than among ordinary users of television, with a similar result for those heavily involved with the press and the same, but less markedly so, for radio listeners. For these and other reasons, the study concluded, "the data not only link voting to mass media exposure, but also indicate the differential consequences of high involvement with television, radio and the press."

In an analysis of "persistent nonvoting from 1948 to 1952," the study found that among non-media-users, 60.2% were persistent nonvoters, compared to 28.6% among ordinary media users and 11.2% among media fans. Although there was a similar incidence of persistent nonvoters in the tv and press audience (11.0% and 12.9%, respectively), the incidence of persistent nonvoters in the radio audience reached 25.9%, the study said.

On whether the mass media helped Republicans more than Democrats in mobilizing their respective party partisans, the report indicated the GOP partisans who voted for Gen. Eisenhower showed a higher concentration of mass media fans among them (89.4%) than the Democratic partisans who voted for Gov. Stevenson (58.8%).

Intensive mass media exposure helped the Eisenhower vote more than that for Stevenson since the exposure for the uncommitted electorate was associated with a higher proportion of Eisenhower than Stevenson voters, according to the analysis.

On whether television played a special role in the resolution of the final vote, the study concludes that tv—far from being the cause of the Republican victory—actually prevented an even greater Democratic defeat.

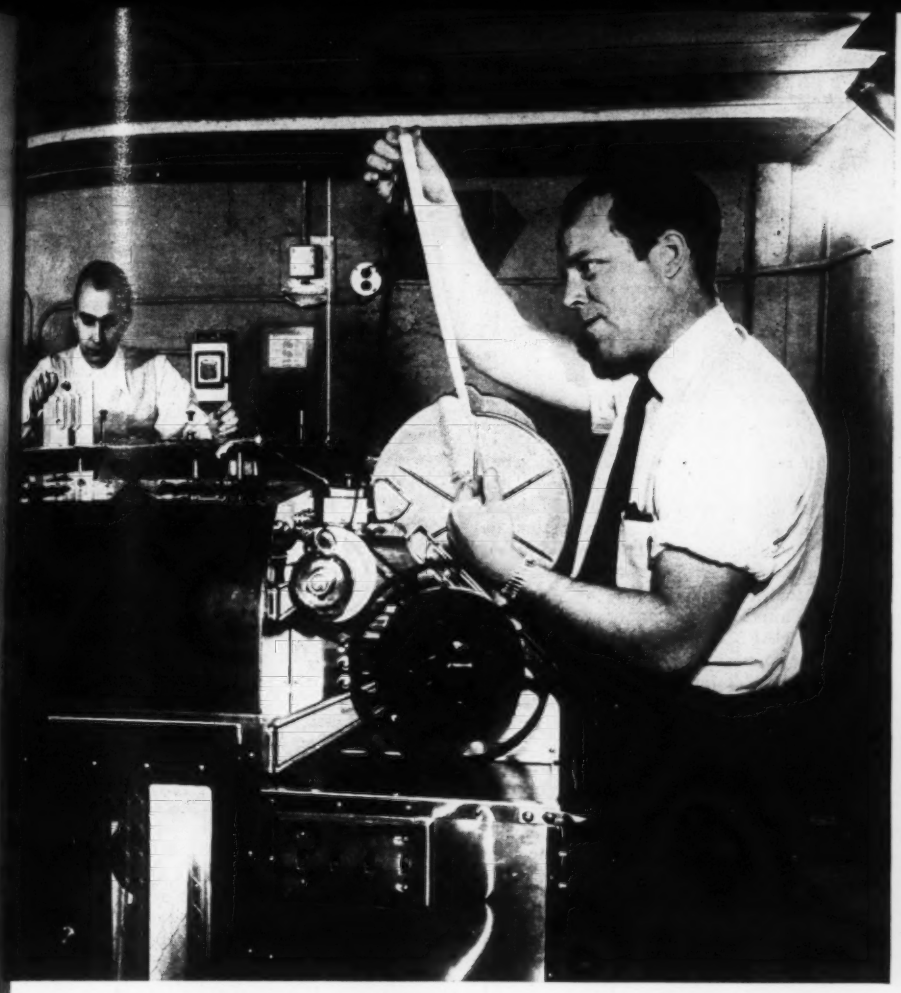
Lar Daly 'Equal Time' Suit Dismissed in District Court

A $2.5 million "equal time" suit by presidential aspirant Lar (America First) Daly against the major radio-tv networks was dismissed for lack of jurisdiction in Chicago Federal District Court Tuesday.

In sustaining dismissal motions by ABC, CBS, MBS and NBC Judge John P. Barnes did not pass on any merits of the case and suggested any such suit should be filed with the U. S. Court of Appeals. Mr. Daly was represented by Robert A. Kahn, Chicago, in U. S. District Court, Northern District of Illinois.

Mr. Daly, perennial candidate for Republican office, sought facilities to answer all of President Eisenhower's radio-tv talks since the Chief Executive's nationwide speech Feb. 29 or, failing the grant of time or action by the court before the GOP convention, $2.5 million in damages. He has claimed to be a certified candidate for the Republican presidential nomination in Illinois, Indiana and Montana.

The decision followed arguments by counsel for plaintiff and defendants in court after the suit was filed last month [B•T, July 23, 16].



Processing machine speed at KSTP-TV is adjusted to take advantage of the extreme speed of Du Pont 931. Says Dick Hance (right), "We believe we're getting fully *four* times more speed from 931 than its rating indicates!"

Du Pont Technical Representative Jack Phy (right) discusses threading of processor with Dick Hance. Jack keeps KSTP-TV well abreast of latest technical developments.

Twin Cities fire is covered on Du Pont 931 by Dick Hance. On-the-spot coverage of local news events helps boost the ratings of KSTP-TV's newscasts.

"Spot coverage with High Speed Du Pont 931 wins consistent top ratings for our newscasts!"

says Photo-News Director Dick Hance, KSTP-TV, St. Paul, Minnesota

"Our 10 P.M. newscast is the highest-rated multi-weekly show in the Twin Cities area," says Dick Hance. "Credit for that record goes to our fast-moving local coverage *and* to Du Pont 931. This top-speed 16-mm. film gives us usable spot-news footage under really tough lighting conditions.

"Du Pont 931 can be pushed to give us terrific speed ratings," continues Mr. Hance. "We figure we get just about four times the rated speed out of 931. As for picture quality, we often enlarge 16-mm. frames of traffic accidents all the way up to 8 x 10 for local police officials. Takes a pretty fine film to stand that kind of blowup!"

Take advantage of the high speed and fine quality of Du Pont High Speed Rapid Reversal Type 931 on *your* next TV news assignment. You'll find it gives you results under lighting you'd previously thought impossible. Try a roll soon! E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Del. In Canada: Du Pont Company of Canada Limited, Toronto.

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The "Voice"

FLORIAN ZABACH
THURSDAYS AT
11:30 A.M.
String Virtuosity

WAAM
TV Channel 13
TOP POWER
BALTIMORE, MD.

NARTB Urged to Drop Its 'Punitive' Powers

NARTB should drop its "punitive" or "retaliatory" powers from the television code, National Assn. for Better Radio & Television urged last week in a manual titled *Television Is Yours*.

Clara S. Logan, of Los Angeles, NAFBRAT president, said the handbook covers cultural and legal aspects of broadcasting from the audience point of view, being designed as a guide "for individuals and groups who are concerned with the public-service responsibilities associated with the use of public-domain air channels."

NAFBRAT contends "a trade association, or any group of producers or distributors, has no right to discipline any broadcaster or any individual member of its group for failure to conform to the majority views as to what is proper or improper in programming content." However, NAFBRAT said this doesn't imply "that such groups cannot or should not establish guiding criteria designed to influence the creation and production of programs," since the final decision remains with the individual broadcaster.

Only a small portion of the public knows the NARTB Tv Code contains "punitive procedures which may, at the discretion of an executive board which meets in complete secrecy, be taken against any broadcaster who does not conform to the views of the board," NAFBRAT claims. This is cited as one of the major reasons NAFBRAT "strongly recommends that the punitive or retaliatory provisions (such as the threat of revocation of the right to use the so-called 'Seal of Good Practice') be abolished by the NARTB, and that the code, if it is to be retained, be basically revised into a legal and possibly valuable statement of 'recommended standards'."

Then NAFBRAT notes that criticism has been leveled at the code and at the failure of its administrators "to take action against the literally thousands of reported violations of the provisions and principles expressed in the code." Adding that "even the industry press has been frank to admit that the code is unenforced," NAFBRAT continues, "There is no record which has come to our attention of even one single instance in which a broadcaster has been disciplined by the NARTB for failure to comply with its Tv Code standards."

NAFBRAT doesn't complain about lack of enforcement, which it feels would be "illegal censorship over a public medium of communication," but contends "the fact that is is not enforced" shows the "almost 100% ineffectiveness of self-inflicted censorship by a trade group which has assumed censorship powers which this group has no right to possess." These powers are explicitly denied to FCC, NAFBRAT notes.

Explaining it is in full accord with the code's programming principles, NAFBRAT urges NARTB to abolish the threat of reprisal by dropping all code enforcement provisions. It feels the NARTB "censorship board" through its mandatory secrecy clause, can discriminate against any station, against business competitors, or against isolated stations or producers and can stifle public criticism of program content.

NAFBRAT wonders if broadcasters "are getting the full story" from NARTB's Tv Information Committee.

RAB Signs 11 New Members

RADIO ADVERTISING BUREAU has added 11 new members, according to Arch Madsen, RAB's director of station service. Included in the new members is one station representative, Radio Television Representatives, and WIRL Peoria, Ill.; WADS Ansonia, Conn.; WMSC Columbia, S. C.; KOOS Coos Bay, Ore.; KVAN Portland, Ore.; WFTC Kinston, N. C.; KSWI Council Bluffs, Iowa; WDWS Champaign, Ill.; WAAB Worcester, Mass., and KTIX Seattle.

NEW board of directors of Assn. of Maximum Service Telecasters met following formal organization meeting of the full-power tv station trade group in Chicago Aug. 10 [AT DEADLINE, Aug. 13]. L to r: Seated (officers), Ken Carter, WAAM (TV) Baltimore, second vice president; Jack Harris, KPRC-TV Houston, president; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Harold Gross, WJIM-TV Lansing, Mich., secretary-treasurer; standing, P. A. (Buddy) Sugg, WKY-TV Oklahoma City, Okla.; John H. DeWitt, WSM-TV Nashville, Tenn.; Howard Lane, KOIN-TV Portland, Ore.; John S. Hayes, WTOP-TV Washington, D. C.; Harold C. Stuart, KVOO-TV Tulsa, Okla.; Harold V. Hough, WBAP-TV Fort Worth, Tex.; Payson Hall, WOW-TV Omaha, Neb.; Messrs. Sugg, DeWitt, Hayes and Hough are members of executive committee. Board members absent when the picture was taken included Robert D. Swezey, WDSU-TV New Orleans; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Don Davis, KMBC-TV Kansas City, and Joe Bernard, WGR-TV Buffalo.

RAB Details Agenda Of Forthcoming Clinic

THE "story behind the story" of three of radio's top advertising campaigns of 1955-56 will be unfolded Oct. 29-30 during the second annual, two-day National Radio Advertising Clinic. The meeting, sponsored by Radio Advertising Bureau, is scheduled to be held in New York's Waldorf Astoria Hotel and will feature prominent broadcasters and radio advertisers. Among them, RAB President Kevin Sweeney announced last week, will be:

• James Cobb, advertising manager of American Airlines, who will tell RAB members how his company, through its *Music Through the Night* series on various CBS radio owned-and-operated stations, manages to blanket major metropolitan cities with the good word about American Airlines.

• Irvin Swartzberg, president of Realemon-Puritan Co., who will explain why the bottled citrus fruit firm prefers to use radio personalities on such programs as ABC Radio's *Breakfast Club*, NBC Radio's *People Are Funny* and CBS Radio's *Robert Q. Lewis Show*.

• Robert Breckenridge, brand advertising manager, Lever Bros.' Pepsodent Div., who will provide the answer to those who still "wonder where the yellow went," by explaining how Pepsodent's fantastic sales jump (10% in four weeks) brightened the smiles at Lever House [B•T, Aug. 13].

In announcing the speakers, Mr. Sweeney said that the new techniques of radio advertising are "of intense interest to advertisers and agencies." This was reflected, Mr. Sweeney declared, by the vast number of reservations that could not be filled for the upcoming October meeting. Other program events scheduled include panels on radio copy, marketing techniques, and new research projects.

NARTB Adds 142 Stations In Period of Four Months

NARTB membership reached a record total of 1,334 radio and 310 tv stations last week, according to Jack L. Barton, station relations manager. Since the start of last April's NARTB convention, 123 radio and 19 tv members have joined plus 16 new subscribers to the Tv Code. All radio and tv networks are members.

New radio station members are:

WKLO Louisville; WING Dayton, Ohio; WCOL Columbus, Ohio; WIZE Springfield, Ohio; WPEN Philadelphia; KSDA Redding, Calif.; WBLE Batesville, Miss.; WEAR Pensacola, Fla.; WVET Rochester, N. Y.; WCDL Carbondale, Pa.; KVSM San Mateo, Calif.; WTCR Ashland, Ky.; WDHF (FM) Chicago; KCFM (FM) St. Louis; WJMR New Orleans; WRCM (FM) New Orleans; KNDY Marysville, Kan.; WHRV Ann Arbor, Mich.; KWGB Goodland, Kan.; KCBH (FM) Beverly Hills, Calif.; WFMR (FM) Milwaukee; KLMR Lamar, Colo.; WQOK Greenville, S. C.; KLMS Lincoln, Neb.; WFMS (FM) Indianapolis; KCVR Caruthersville, Mo.

KNUJ New Ulm, Minn.; WROK, WROK-FM Rock Island, Ill.; KTOP Topeka, Kan.; KFMJ Tulsa, Okla.; WDIX Orangeburg, S. C.; WDME (FM) Toledo, Ohio; WNOS, WNOS-FM High Point, N. C.; KRLW Walnut Ridge, Ark.; KHIL Ft. Lupton, Colo.; KBLO Hot Springs, Ark.; KBOK Malvern, Ark.; WJCO Seymour, Ind.; KLFT Golden Meadows, La.;

NO. 1
in Houston
K-NUZ

Hooper May-June 1956

Monday thru Friday 7 A.M.—12 Noon (Sample Size—12,161)		Monday thru Friday 12 Noon—6 P.M. (Sample Size—15,591)	
K-NUZ	**21.7**	**K-NUZ**	**22.1**
Net. Sta. "A"	12.0	Net. Sta. "A"	15.1
Net. Sta. "B"	10.7	Net. Sta. "B"	7.6
Net. Sta. "C"	13.0	Net. Sta. "C"	11.8
Net. Sta. "D"	13.4	Net. Sta. "D"	7.5
Ind. Sta. "A"	4.9	Ind. Sta. "A"	6.8
Ind. Sta. "B"	6.4	Ind. Sta. "B"	9.8
Ind. Sta. "C"	14.3	Ind. Sta. "C"	10.3

K-NUZ is the Leader—Yet the rates are Low, Low, Low! Join the Rush Choice Avails.

In Houston the swing is to RADIO . . .
and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • New Orleans • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

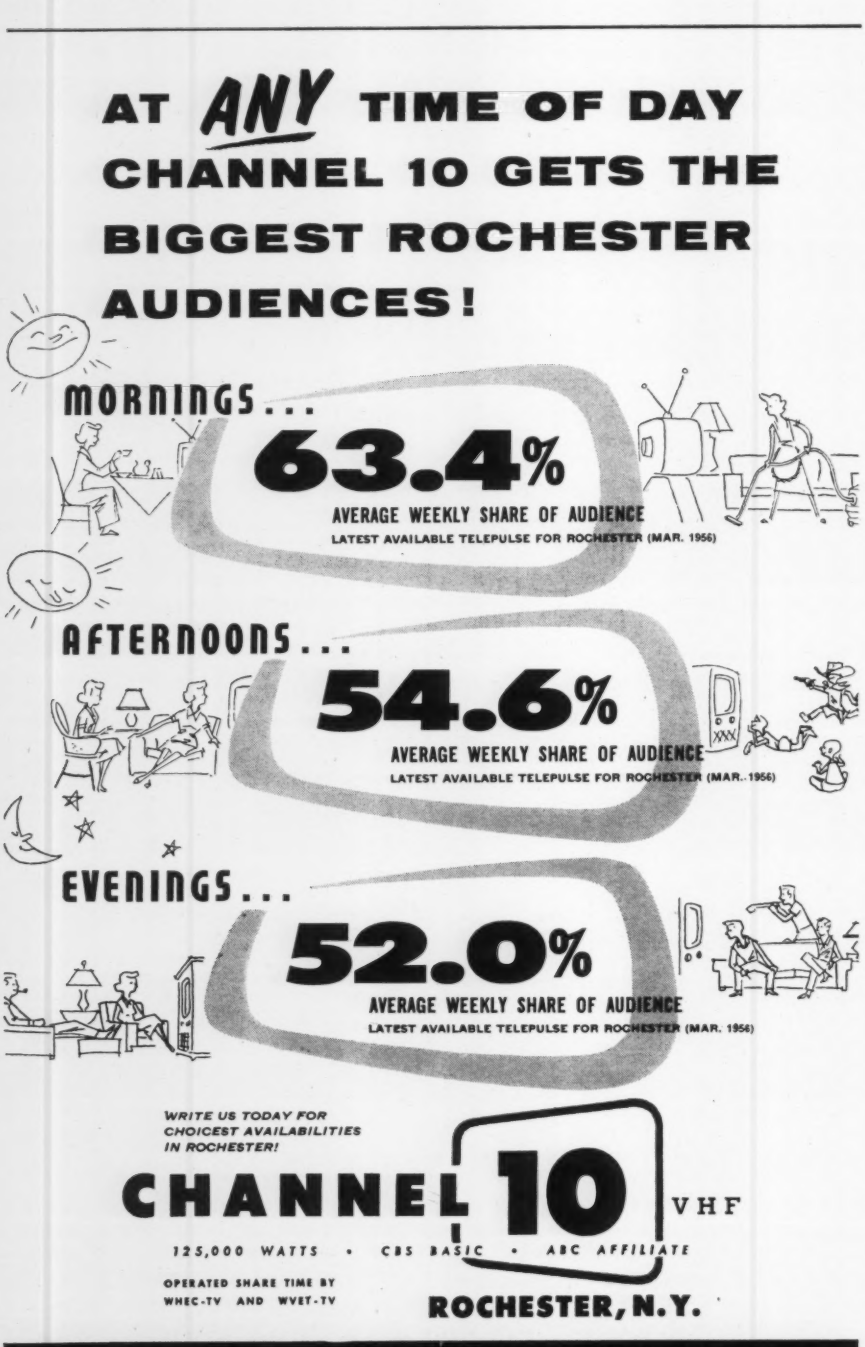
WIMA Lima, Ohio; WHHH Warren, Ohio; WATG, WATG-FM Ashland, Ohio; KSTB Breckenridge, Tex.; WTTS Bloomington, Ind.; KRGV Weslaco, Tex.; KIFN Phoenix; KEED Springfield, Ore.; KSDO San Diego, Calif.; KGB San Diego, Calif.; WSBA York, Pa.; WPAM Pottsville, Pa.; WMNA Gretna, Va.; KOCS, KEDO (FM) Ontario, Calif.; WNRC, WNRC-FM New Rochelle, N. Y.; KANN Sinton, Tex.; KMHT Marshall, Tex.; WGSM Huntington, N. Y.; KTKR Taft, Calif.; KCOK Tulare, Calif.; KRCT Baytown, Tex.; WRUN WRUN-FM Utica, N. Y.; KRBA Lufkin, Tex.; KBOX Modesta, Calif.; KDOK Tyler, Tex.; KHUB Watsonville, Calif.; WSRW Hillsboro, Ohio.

WBMD Baltimore; KSST Sulphur Springs, Tex.; WHHM Memphis; WAGC Chattanooga, Tenn.; WHDM McKenzie, Tenn.; KOLY Mobridge, S. D.; KLEX Lexington, Mo.; KNOK Ft. Worth; KERC Eastland, Tex.; KLAD Klamath Falls, Ore.; KPLK Dallas, Ore.; KGAY Salem, Ore.; KYES Roseburg, Ore.; KNPT Newport, Ore.; KCMR McCamey, Tex.; KVKM Monahans, Tex.; KERB Kermit, Tex.; KHEM Big Springs, Tex.; KITI Chehalis, Wash.; KGY Olympia, Wash.; WTRA Latrobe, Pa.; KQUE Albuquerque; KRSN, KRSN-FM Los Alamos, N. M.; KCHA Charles City, Iowa; WPME Punxsutawney, Pa.; WFST Caribou, Me.; WNYC, WNYC-FM New York; KPOK Scottsdale, Ariz.; WIVV Vieques, P. R.; KRTR Thermopolis, Wyo.; WBIA Augusta, Ga.; WDHF-FM Chicago; KBMN Bozeman, Mont.

KALV Alva, Okla.; KBGF Great Falls, Mont.; KFGT Fremont, Neb.; KTRF Thief River Falls, Minn.; KROX Crookston, Minn.; KASM Albany, Minn.; KDLM Detroit Lakes, Minn.; WCHB Detroit; WERD Atlanta, Ga.; WSKI Montpelier, Vt.; KAIR Tucson, Ariz.; WHVF Wausau, Wis.; KWFC Hot Springs National Park, Ark.; KBTK Missoula, Mont.; WKMC Roaring Springs, Pa.; WDUZ Green Bay, Wis.

New television stations members are:

KLTV (TV) Tyler, Tex.; WJBF (TV) Augusta, Ga.; KTVR (TV) Denver; WISC-TV Madison, Wis.; KHAD-TV Laredo, Tex.; WINK-TV Fort Myers, Fla.; KWGB-TV Goodland, Kan.; WTLC-TV Canton, Ohio; WTHI-TV Terre Haute, Ind.; KOTA-TV Rapid City, S. D.; KRIS-TV Corpus Christi, Tex.; KTXL-TV San Angelo, Tex.; KDIX-TV Dickinson, N. D.; WGN-TV Chicago; KLEW-TV Lewiston, Idaho; KEPR-TV Pasco, Wash.; WCYB-TV Bristol, Va.; WTVT (TV) Tampa, Fla.; WRAL-TV Raleigh, N. C.



Engineering, Publicity Firms Named to Aid in CBA Drive

RETENTION of an engineering firm and advertising-public relations company in a two-ply drive to secure a power boost for all Class IV (100-250 w) stations and to augment its station membership was announced last week by Community Broadcasters Assn. Inc., Washington.

CBA reported that it has named Kear & Kennedy, Washington, for engineering, and the firm of Bywords, also Washington, to handle publicity. CBA said that Kear & Kennedy will immediately undertake an engineering study—for fall presentation to the FCC—supporting the CBA contention that all Class IV stations can be increased to 1 kw without adjacent channel interference.

Complete returns from a CBA post-card survey of some 900-plus Class IV stations (about 700 replies) revealed that 633 favored the proposal to increase to 1-kw power with less than a score expressing definite opposition. A statement outlining the position of CBA and the 633 stations has been submitted to the House and Senate Small Business committees and CBA representatives will appear before both bodies, the association said.

CBA is headed by F. E. Lackey, president, WHOP Hopkinsville, Ky. Other officers are Robert T. Mason, WMRN Marion, Ohio, vice president; and John P. Henzel, WHDL Olean, N. Y., secretary-treasurer. Howard J. Schellenberg Jr., O'Laughlin & Schellenberg, Washington, is CBA general counsel.

AAAA Committee Named

PLANNING committee members for the 1956 eastern annual conference of the American Assn. of Advertising Agencies were named last week by Lennen & Newell President Adolph J. Toigo.

Chairman of the committee for the Nov. 27-28 meeting at the Roosevelt Hotel in New York is James J. McCaffrey Jr. of Ogilvy, Benson & Mather, and an AAAA broadcast media committee member.

Other planning committee members include Leo Bogart, McCann-Erickson, New York; Melvin Grover, Wilson, Haight, Welch & Grover Inc., Hartford; Barclay Hallowell, Aitkin-Kynett Co., Philadelphia; Albert Sidney Noble, head of the New York agency bearing his name; Arthur Porter, J. Walter Thompson Co., New York, and Gordon Vanderwarker, Needham, Louis & Brorby, New York.

NARTB Plans Promotion Kit For National Television Week

NARTB is preparing a promotion kit for use by all tv stations in connection with National Television Week, to be observed Sept. 23-29. The kit will include news releases, suggested proclamation by mayors, tie-in ideas for use within local live programs, slide and opaque symbols and a consumer handbook, "How to Use Television," for distribution during the week. It will be the first national week on behalf of the tv medium.

Television Bureau of Advertising will provide another kit for station sales departments. Radio-Electronics-Tv Mfrs. Assn. is supplying kits to distributors and dealers, including stories on color tv, portable sets, remote tuning, styling, programming, display materials and other promotion aids. National Appliance Radio-Tv Dealers Assn. will coordinate promotion at the local level, with committees of telecasters, dealers and public utilities joining in activities.

Police Say Conelrad Obsolete, Ask for Commercial Uhf Only

CONELRAD was declared obsolete in a resolution adopted by the Assoc. Police Communication Officers Inc. at its 22d annual meeting in Los Angeles Aug. 2-5 while another resolution called for switch of all tv to uhf to free needed channels for public service and mobile communication stations. FCC Comr. Rosel H. Hyde attended the meeting.

The 400 delegates from the U. S., Canada, Mexico and Japan protested a modification of Conelrad rules, effective Jan. 2, which virtually forbid all broadcasting by police and fire stations during an impending attack. The resolution pointed out that aircraft and guided missiles no longer need such guides but now have more effective means of locating a target.

Still another resolution called upon FCC to reconstitute the World War II Radio Technical Planning Board for review and a new evaluation of the spectrum needs of all services in an effort to achieve higher allocation efficiency. The organization felt television would function better technically in uhf and that more stations in a market would become competitively feasible. The change to all-uhf would be made over a period of years, it was noted.

RETMA Names Policy Group For Report on Allocations

A SPECIAL Committee on Frequency Allocations has been re-established by Radio-Electronic-Tv Mfrs. Assn. to develop policy in connection with FCC's upcoming tv frequency study [B•T, Aug. 13] and recommendations of the Senate Interstate & Foreign Commerce Committee.

The special RETMA group is headed by Dr. W. R. G. Baker, vice president of General Electric Co. and RETMA president. The committee will report to the RETMA board, probably in September, recommending both policy and action by the association on a proposed crash research program. FCC is expected to meet with industry groups in a few weeks.

With Dr. Baker on the special committee are E. C. Anderson, RCA; Max F. Balcom, Sylvania Electric Products Inc.; H. C. Bonfig, CBS Columbia; Allen B. DuMont Labs; Paul V. Galvin, Motorola Inc.; Larry F. Hardy, Philco Corp.; H. Leslie Hoffman, Hoffman Electronics Corp.; L. C. Truesdell, Zenith Radio Corp.

NARTB Committees Named

TWO committees of NARTB for the 1956-57 fiscal year were named Wednesday by President Harold E. Fellows. They follow:

Radio Transmission Tariffs Committee—Earl M. Johnson, WCAW Charleston, W. Va., chairman; Joseph M. Boland, WSBT South Bend, Ind.; Gene L. Cagle, KFJZ Wort Worth; George C. Hatch, KALL Salt Lake City; Fred A. Knorr, WKMH Dearborn, Mich.

Radio standards of Practice Implementation Committee—Worth Kramer, WJR Detroit, chairman; Carleton Brown, WTVL Waterville, Me.; Cliff Gill, KBIG Hollywood; Walter E. Wagstaff, KIDO Boise, Idaho. The committee will meet Aug. 23 at NARTB Washington headquarters.

NARTB Revising Handbook

NEW EDITION of the *NARTB Engineering Handbook* is being prepared under the direction of Raymond F. Guy, NBC, chairman of the NARTB Engineering Advisory Committee, and A. Prose Walker, the association's engineering manager.

New material will be included in the upcoming edition, supplementing the basic articles and data in past editions. Station engineers, manufacturers and consulting engineers are being contacted for original material. Topics will include towers, fm multiplex, remote control, Conelrad, uhf and color tv microwave systems. Engineers desiring to contribute original material will offer their suggestions to Mr. Walker.

WOC-TV

They get the Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .

WISCONSIN
IOWA
MISSOURI
ILLINOIS
TOP FIGURE each county — Number Pieces of PROGRAM Mail Received during 1955
2nd FIGURE each county — Number of Pieces of PROGRAM Mail per 1 000 Homes

This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	•	1,568,500
Families	•	484,800
Retail Sales	•	$1,926.588,000
Effective buying Income	•	$2,582,388,000
Source	•	1956 Survey of Buying Income (Sales Management)
Number TV Homes	•	317,902
Source	•	Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Co. Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WHLI

"THE VOICE OF LONG ISLAND"

SELLS

BIG INDEPENDENT MARKET NASSAU COUNTY

Sales Management figures for May 1956 show that WHLI's Long Island is one of the fastest growing, booming markets in the country.

43% POPULATION INCREASE since '52

3rd U. S. COUNTY in BUYING INCOME per family

9th U. S. COUNTY in RETAIL FOOD STORE SALES

GIVES

BIG BONUS COVERAGE

Nassau, parts of Queens, Suffolk and Brooklyn.

POPULATION 2,903,765
NET INCOME.....$6,132,673,150
RETAIL SALES.....$3,268,444,450

DELIVERS

BIGGEST DAYTIME AUDIENCE in the MAJOR LONG ISLAND MARKET

According to the most recent Pulse Survey...one station...WHLI has a larger daytime audience in this market than any other station!

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y. the voice of long island

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V. P. SALES

Represented by Gill-Perna

The Art of Radio

HOW DO you picture sound?

According to Radio Advertising Bureau, you do it by painting it—either in oil or watercolor—then hanging it up for everyone to see. That's exactly what RAB had in mind when it commissioned 20 prominent American artists to "translate radio's impact into visual terms." The final products will be placed on exhibit this fall in New York during RAB's annual two-day radio advertising clinic. Visitors may purchase the paintings after a jury of art critics and broadcasters have picked the top three entries.

In discussing RAB's forthcoming "artiness," President Kevin B. Sweeney said "we felt radio merited an 'art' as much as the steel industry or the automobile industry and we decided to help create it."

RAB to Step Up Recruiting By New Brochure on Services

RADIO Advertising Bureau soon will step up its recruiting program with a new brochure directed at non-member stations titled "Here's What You Get When Your Station Belongs to RAB," it has been announced by Station Services Director Arch Madsen.

The booklet, designed to be read "in two minutes," will outline the variety of ways in which RAB can boost radio sales power. Mr. Madsen explained RAB's purpose in publishing the brochure by saying that "most station owners and managers do not realize the wide scope of RAB services available to individual stations as well as the industry."

As RAB members, Mr. Madsen noted, stations throughout the year receive dozens of printed presentations aimed directly at local advertisers; a complete backlog of RAB sales tools, "developed at a cost of over $2 million"; the full use of RAB research and library material; testing results and the benefit of at least two yearly "shirt-sleeves sales clinics" for station salesmen and the in-person sales presentations to national, regional or local advertisers by RAB itself.

Plan Radio Pioneers Chapter

A CHARTER to set up a Philadelphia chapter of Radio Pioneers has been issued to E. H. Felix of RCA Defense Electronic Products, Camden, N. J. Nearly 100 Radio Pioneers have been contacted within a 50-mile radius of Philadelphia.

A temporary organizing committee includes Mr. Felix; Philadelphia broadcasters John G. Leitch, WCAU; Kenneth Stowman, WFIL; Lloyd Yoder, WRCV; Benedict Gimbel, WIP; Blayne Butcher of Al Paul Lefton agency, and A. R. Hopkins of RCA, Camden, N. J.

TRADE ASSOCIATION PEOPLE

Al Scalpone, vice president in charge of network programs, CBS-TV, named chairman of awards structure committee of L. A. chapter, Academy of Television Arts & Sciences. **Danny Thomas,** ABC-TV personality, appointed chairman of west coast membership committee.

Fran Harris, WWJ-AM-FM-TV Detroit personality, elected president of Detroit chapter, American Women in Radio & Television.

Screen Extras Guild O.K.s Collective Bargaining Pact

BY overwhelming majorities, the membership of the Screen Extras Guild has (1) approved a new collective bargaining contract with the Assn. of Motion Picture Producers and the Alliance of Television Film Producers, (2) voted to join the film industry's pension plan and (3) given tentative approval to a health and welfare program.

Results of a secret mail referendum conducted by certified public accountants were announced Wednesday night by Richard H. Gordon, SEG president, and H. O'Neil Shanks, executive secretary, in Hollywood.

The new contract, raising all basic wage classifications $2 per day, retroactive to Jan. 2, 1956, and providing other improvements in working conditions, was approved by a vote of 1,883 to 80.

On the question of whether SEG should submit to membership vote a detailed health and welfare plan costing six cents per hour presently incorporated in extras' pay checks, the vote was 1,769 "yes" and 113 "No". Pending final determination on this question, the one cent per hour health and welfare allowance won in the recent negotiations makes the extras' current wage increase $2.08 per eight-hour day, SEG said.

On the issue of whether SEG should join the Motion Picture Industry Pension Plan, with the producers to pay 48 cents and the extras 32 cents for each straight time day, the vote was 1,748 "yes" and 204 "no". The extras will become a part of the pension plan Sept. 12. The contract provides for an additional increase of 2½% in minimum wage scales to take effect automatically on Jan. 30, 1958, with the contract to run to April 1, 1959.

Faulk Scores Points In AWARE Libel Suit

JOHN HENRY FAULK, WCBS New York humorist, last week could claim the first round in his libel suit against AWARE Inc. and two other defendants, believed to be the first court action against alleged "blacklisting" practices in radio-tv [B•T, June 25].

The New York Supreme Court upheld Mr. Faulk in his contention that he had been defamed and libeled by an article linking him with communistic activities—if the contents of the article are untrue as Mr. Fauk charges. The court thereby over-ruled a defense contention that Mr. Faulk's charge of libel was "insufficient" as a cause of action.

It also agreed with Mr. Faulk that two other defenses offered by the defendants—that of "truth" or "justification," and that of "fair comment"—were inadequate.

The court did hold, however, that the "second cause of action" cited in Mr. Faulk's complaint—that the defendants had damaged him by conspiring to injure him and by publishing defamatory matter—lacked "the necessary definiteness and particularity."

Mr. Faulk was allowed additional time to amend his "second cause of action," and the defendants were given additional time in which to amend their answer to his complaint.

Mr. Faulk is second vice president of the New York Local of American Federation of Television & Radio Artists.

Defendants along with AWARE are Vincent Hartnett, writer, lecturer, and talent consultant, and Laurence A. Johnson, former Syracuse supermarket operator. Both are members of AWARE.

—PROFESSIONAL SERVICES—

Zugsmith Gets $75,000 Fee

ARIZONA Supreme Court has held that John C. Mullins, former principal owner of KPHO-AM-TV Phoenix, Ariz., owes Albert Zugsmith, station and newspaper broker, $75,000 for "finding" a purchaser for the KPHO stations. The Phoenix radio-tv properties were sold in 1952 to Meredith Publishing Co. for $1.5 million. Although a jury found for Mr. Zugsmith, a lower court judge overruled the jury verdict and decided in favor of Mr. Mullins. The Arizona high court's decision reinstituted the jury verdict in favor of Mr. Zugsmith.

PROFESSIONAL SERVICE PEOPLE

Timothy A. O'Connor, former owner of *Durango* (Colo.) *Herald-News* and analyst, May Business Engineering Co. of Chicago, to Chicago office of Allen Kander & Co., radio-tv and newspaper broker.

William I. Flanagan, formerly press secretary to Democratic candidate Adlai Stevenson in 1952 presidential election, now group supervisor at Harshe-Rotman Inc., Chicago, elected vice president of national public relations firm.

Robert W. Bergen, formerly business editor of *L. A. Mirror-News,* appointed manager of L. A. office of Harshe-Rotman Inc., public relations firm. **Daniel H. Baer** promoted to assistant manager.

Billy Gould, with CBS Radio and CBS-TV, Hollywood, since 1939, resigned to joined E. T. Somlyo Agency as associate. Somlyo is radio-tv and motion picture talent management firm.

Gene Ragle, former operations director, KBET-TV Sacramento, Calif., appointed director of radio and tv for Calif. State Fair & Exposition, Sacramento.

Joseph P. Richardson, vice president, Needham & Grohmann, N. Y., and formerly head of advertising and public relations, Statler Hotels, to Howard F. Dugan Inc., N. Y., hotel consultant and representative firm, as vice president.

E. J. Ade, public relations director, National Fund for Medical Education, N. Y., resigned to set up his own advertising and public relations firm after Labor Day.

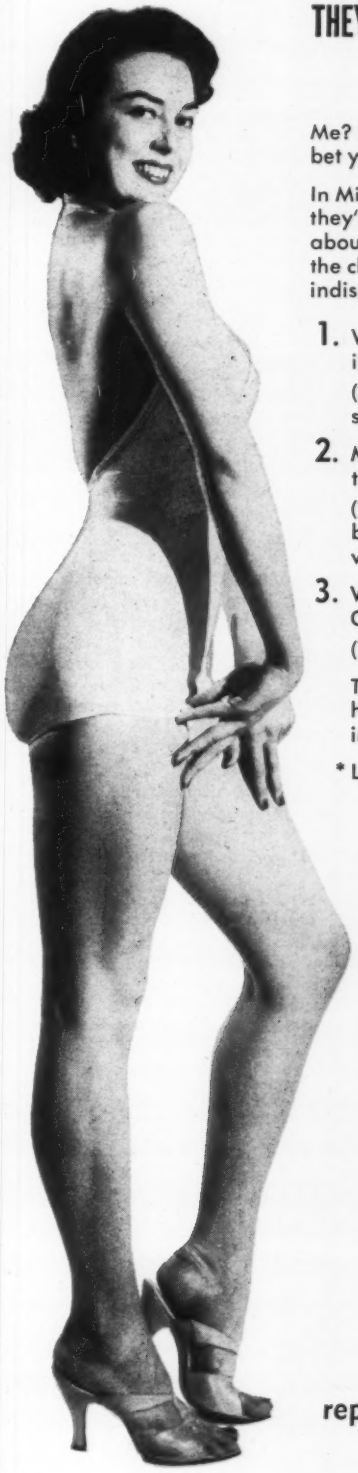
Al Kingston, former merchandising counselor to tv personalities, to Theatrical Enterprises Inc., N. Y. Firm manages tv, motion picture and legitimate theatre artists, producers and directors.

Celeste F. Wessel, Long Island representative for *N. Y. Herald Tribune* Fresh Air Fund, and former NBC writer, to Joseph A. Sutherland Inc., Garden City, N. Y., public relations firm, as account executive.

Milton Golin, head of radio-tv desk of Chicago City News Bureau for past 10 years, resigned to join American Medical Assn. as head of AMA new publications department.

Leonard G. Wayne, publicity department, Paramount Pictures Corp., N. Y., to Arthur P. Jacobs Co., N. Y. public relations firm.

Lee Salberg, regional manager of Wisconsin edition of *TV Guide,* father of boy born July 30.



NOW . . . ABOUT THAT LINE THEY'RE HANDING OUT . . .

Me? I'm an expert on "Lines". And I'll bet you Time Buyers have heard them all, too.

In Minneapolis-St. Paul, for example, they're handing out a lot of wild claims about station ratings. But in spite of all the claims you hear, these facts remain indisputable.

1. WLOL is the No. 1 independent station in the Twin Cities.*
   (Leads **all** independents and 3 network stations)
2. More Twin Cities advertisers buy WLOL than any other station.
   (The sincerest kind of flattery by businessmen who are on the scene and who know the score.)
3. WLOL leads **all** stations in the Twin Cities in out-of-home listening.
   (Wherever **they** go, **you** are there.)

These are the reasons why you get more homes per dollar on WLOL than any station in the Twin Cities orbit.

* Latest Pulse.

WLOL

MINNEAPOLIS-ST. PAUL

1330 on the dial—5000 watts

LARRY BENTSON, *Pres.*
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*

represented by AM RADIO SALES

PULSE PROVES IT
No. 2 STATION IN THE TWIN CITIES
No. 1 INDEPENDENT STATION IN THE NORTHWEST

SPECIAL COMBINATION DISCOUNT RATES
let you concentrate in world's
2nd Largest Country Music Market
Serving over
3 MILLION LISTENERS
Proven Results in 7 States and the District of Columbia
One low-cost combination buys listeners in North Carolina, Virginia, West Virginia, Delaware, Maryland, Pennsylvania, New Jersey and Washington, D. C.!
IN WASHINGTON, D. C.
WARL
5232 Lee Highway, Arlington, Va.
Kenmore 6-9000
IN NORFOLK, VA.
WCMS
Plume & Granby Streets
Madison 5-0525
NEW YORK REPRESENTATIVE
CHARLES BERNARD & CO. • CIRCLE 6-7242

CELLER GROUP MAILS NEW QUESTIONNAIRE

NBC and CBS get queries regarding detailed information on agreements between tv networks and producers, packagers, and distributors of programs since Jan. 1, 1954.

THE House Antitrust Subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), last week continued its preparations for tv hearings to begin in September in New York by sending additional questionnaires to CBS and NBC.

While Chairman Celler was attending the Democratic National Convention in Chicago as a member of the latter's Resolutions & Platform Committee, the House group's staff mailed out letters under Rep. Celler's signature to the two tv networks asking:

• Detailed information on the financial relationships and agreements between each tv network and the producers, packagers and distributors of programs which have appeared on the network from Jan. 1, 1954, to date.

• Data on discounts granted to advertisers and agencies on gross time charges on each tv network since Jan. 1, 1955.

Networks already have been asked to supply the antitrust group with all affiliation and talent contracts [B•T, Aug. 13] and CBS and NBC earlier were asked to furnish copies of all communications with the FCC since 1948 relating to dealings on television. Other information has been asked from the FCC and NARTB preparatory to opening of the September hearings.

Subcommittee spokesmen still maintained last week that no definite date has been set for beginning of the hearings next month, but a staff member earlier had indicated the sessions will not begin until mid-September or thereafter. They are expected to run well into October.

Rep. Celler's letter asked each network to list each program carried since Jan. 1, 1954, which was produced, packaged or distributed by a person or organization not controlled by or affiliated with the network, together with the name of the producer, packager or distributor. The subcommittee wanted to know whether the network had any "direct or indirect" financial interest or re-run rights in each program and, if so, wants to be supplied a copy of the agreement in each case, together with all communications, verbal and otherwise, between the two parties.

The House group also requested a list of all producers, packagers or distributors with which the network has had any agreement since Jan. 1, 1954, to receive direct or indirect financial interest in the organization named or in any film or show handled or produced by the named firm, together with copies of all agreements and all verbal and written correspondence involved.

In asking for the discount data, the subcommittee requested the names of each advertiser who has received a discount from the networks' gross time rate since Jan. 1, 1955, together with the name of the agency handling the account, name of the program, network's gross time rate for the program, amount of discount granted and all written or verbal communications or "other materials" on (1) criteria used by the network to determine whether a discount should be granted and (2) instances in which the network has refused to grant discounts to advertisers or agencies.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch. 5; McKeesport, Pa. (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Coos Bay, Ore., ch. 16.

AWAITING INITIAL DECISION: 3

Hatfield, Ind., (Owensboro, Ky.), ch. 9; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 10.

IN HEARING: 3

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3.

MORE REPLIES FILED ON FCC TV PROPOSALS

Eight markets concerned with latest comments on proposed channel switches.

IN THE WAKE of two tv applications for ch. 5 at Lubbock, Tex. (story, page 88), numerous comments, mostly favorable, were received by the FCC last week on its proposal to change the Lubbock educational reservation from ch. 20 to 5.

Opposing any change in the Lubbock status were C. L. Trigg, who last week filed an application for that channel, and McClendon Investment Corp., which said it intended to file for ch. 5. McClendon owns KLIF Dallas, KELP-KILT (TV) El Paso, Tex.; WRIT Milwaukee, and 66.4% of WGLS Decatur, Ga.

Supporting the u-v educational switch were: ch. 11 KCBD-TV and ch. 13 KDUB-TV, both Lubbock; S. S. Forrest Jr., mayor of Lubbock; Lubbock Ministerial Assn.; William H. Evans, chairman, board of education, Lubbock Independent School District; Lubbock Chamber of Commerce & Board of City Development; Nat Williams, superintendent, Lubbock Public Schools; Texas Technological College, which filed an application for ch. 5, and Texas Commission for Educational Tv.

Other comments received on FCC rule-making proposals:

Bakersfield, Calif.—KBAK-TV (ch. 29) and KERO-TV (ch. 10), both Bakersfield, oppose addition of uhf channels 17 and 39 to that city. KBAK-TV requests switching ch. 12 at Fresno, Calif., for Bakersfield's ch. 29 or assignment of both chs. 8 and 12 to Bakersfield. KFRE-TV Fresno (ch. 12), which first proposed adding uhf's to Bakersfield, supports rule-making to add chs. 17 and 39 to Bakersfield.

Peoria-Rock Island, Ill.—Oppositions to deleting ch. 8 at Peoria and adding ch. 25 were filed by the villages of Roanoke and Bartonville, Ill., and the 2,300-member Peoria County Farm Bureau.

Lexington-St. Joseph, Tenn.—Ch. 23 WMSL-TV Decatur, Ala., and Tv Muscle Shoals, which said it was preparing an application for ch. 4 at Florence, Ala., both oppose the proposal to allocate ch. 11 to St. Joseph, delete educational ch. 11 from Lexington, and instead substitute educational ch. 49.

Pierre - Reliance, S. D. — Mid - Continent

Broadcasting Co. (KELO-TV Sioux Falls and satellite KDLO-TV Florence, both S. D.) supports the allocation of ch. 6 to Reliance and deletion of that channel from Pierre.

Lincoln, Neb.—Six comments—all from educational groups—were filed supporting the proposal to change the Lincoln educational reservation from ch. 18 to 12. Reporting in favor of the switch were: U. of Nebraska; American Assn. of University Women, Lincoln branch; Nebraska division of the same organization; Steven N. Watkins, superintendent of Lincoln Public Schools; F. B. Decker, Commissioner of Education, State of Nebraska Dept. of Education, and Donald F. Kline, executive secretary, Nebraska State Education Assn.

Glendive, Mont.—The danger of tv encroachment on public utility communications services was cited in an opposition to the proposal to assign ch. 5 to Glendive. East River Electric Power Cooperative Inc. of Madison, S. D., asked the FCC, when considering additional tv assignments, to select whenever possible channels other than 4 and 5. East River pointed out that in the Glendive area six stations in the industrial radio communications system utilize the 72-76 mc band and would suffer interference from ch. 5 (76-82 mc). Ch. 4 is 66-72 mc.

Mt. Airy, N. C., Request

One request and one protest were received in allocations matters already finalized by the FCC. Paul E. Johnson, whose earlier request for assignment of ch. 8 to Mt. Airy, N. C. (in lieu of ch. 55), was denied last month by the FCC [B•T, July 23], again petitioned the Commission to allocate ch. 8 to Mt. Airy. The protest came from the Texas Commission for Educational Tv and was against FCC action which changed the educational reservation at College Station, Tex., from ch. 3 to 48 [B•T, July 23].

In one action involving a petition not yet acted upon by the FCC, Florida West Coast Educational Tv Inc. asked the FCC to deny a request by ch. 19 WTVI (TV) Fort Pierce, Fla., to move educational ch. 3 from Tampa-St. Petersburg to Fort Pierce for commercial use.

ACLU Happy No Changes In Political Equal Time Law

AMERICAN Civil Liberties Union has gone on record as favoring no change in the present law requiring that equal radio-tv time be made available to all qualified political candidates.

A statement issued by Patrick Murphy Malin, ACLU executive director, and approved by the Union's board of directors, asserted that "while major problems had developed under the regulation, on the whole, Sec. 315 has made a major contribution to fairness on the airwaves." The statement expressed satisfaction that Congress had adjourned without revising the law.

The Union voiced opposition to various proposals made in the recent congressional session that would amend Sec. 315 to permit stations to give time to major political parties without allotting equal time to smaller parties. ACLU argued that such recommendations would not cope with "one major part of the problem: the economic difficulties in securing equal time for promoting public controversy on the airwaves." The statement contended that these proposals would result in all smaller parties being kept off the airwaves, "which is contrary to the democratic and civil liberties concept of discussion for all."

Commission Approves WJR, WJRT (TV) Sale

RELINQUISHMENT of control of WJR Detroit and WJRT (TV) Flint, Mich., by Mrs. Frances S. Parker, widow of the late G. A. Richards, through sale of almost 30,000 shares to station executives and family members was approved by the FCC last week. Total consideration involved was nearly $300,000.

During the past few weeks, Mrs. Parker has reduced her ownership to 29.99%, disposing of 73,906 shares at $10 per share [B•T, Aug. 6]. The shares have gone to John F. Patt and family, 25,000; Worth Kramer, 12,406; William G. Siebert, 10,000; Seldon S. Dickinson, 2,500; Mrs. Rozene Moore (Mrs. Parker's daughter) 16,000 and F. Sibley Moore (husband of Mrs. Moore), 8,000.

Commenting on the sale, the station said: "Stock purchase by the directors achieves close integration of active management with ownership and is expected to end rumors that the station is to be sold to outside interests."

Ownership Change Approvals Sought by Three Stations

AMONG station ownership change applications filed for FCC approval last week were those involving WROL Knoxville, Tenn., WIOU Kokomo, Ind., and KWG Stockton, Calif.

WROL, which operates on 620 kc with 5 kw, was sold by Paul Mountcastle to Greater East Tennessee Tv Inc., of which Mr. Mountcastle owns 37.43%. Consideration is reported at $275,000 in cash and notes. Other principal East Tennessee stockholder is Clarence Beaman Jr., 14.29%, former owner of WKGN Knoxville. Greater East Tennessee Tv Inc. is licensee of ch. 6 WATE (TV) Knoxville.

WIOU (1350 kc, 1 kw) was sold by North Central Indiana Broadcasting Co. to John L. Booth for $180,000. Booth interests include WJLB-WBRI (FM) Detroit; WBBC Flint, WSGW Saginaw, WIBM Jackson, all Mich., and WJVA South Bend, Ind. Because of the proposed WIOU purchase, Mr. Booth last week asked the FCC to dismiss his application seeking a new am station in Lansing, Mich. Knorr Broadcasting Corp. and Capitol Broadcasting Corp. are also seeking the Lansing facility—730 kc.

KWG was sold by Delta Broadcasting Co. (James E. Longe and Lewis B. Saslaw) to Western Broadcasting Co. for $85,000. Western principals are equal owners Douglas D. Kahle, owner of KWIN Ashland, Ore., and businessman Robert J. Ramsey. KWG operates on 1230 kc with 250 w.

Chain Accepts FTC Order

THE Federal Trade Commission has announced that the 1,350-store United Cigar-Whelan Stores Corp. has accepted consent settlement of an order directing the chain to stop "knowingly inducing or receiving" from suppliers promotional allowances not made available to all its competitors. FTC last March charged that United Cigar-Whelan chain had induced and received from suppliers special allowances in return for promotion of their products on the chain's tv shows. These allowances violated the Robinson-Patman Act, FTC said, as unfair competition.

TRIPLE TREAT to SALES SUCCESS

A TEL RA PRODUCTION

Score Fall programming hits—Boost ratings—Secure audiences —with one or more of these top 3 syndicated football shows!

TOUCHDOWN
13 week series beginning week of September 24th. 50 top college games!

NATIONAL PRO HIGHLIGHTS
13 week series beginning week of October 1st. Every weekly Pro game covered!

NOTRE DAME FOOTBALL
11 week series beginning week of September 24th. Football in the "fighting Irish" manner!

DISTRIBUTED BY
WORLD SPORTS, INC.
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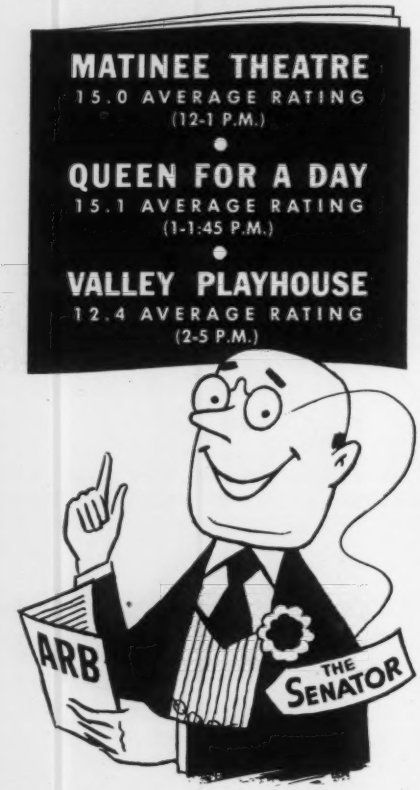
WRITE • WIRE • PHONE
For audition prints and prices for your market

12⁸ Afternoon Spots Available on KCRA-TV



The Senator says, "It's in the Book!"

ARB credits KCRA-TV with a Noon to 5 P.M. average rating of 12.8, an average Share of Audience of 75.5%.

In this four-station market no other station leads KCRA-TV in any quarter hour of this time period.

Choice station breaks and one-minute participations are still available at low afternoon rates.

Petry has the book that shows how strong day and night programming has made KCRA-TV the highest rated NBC station in the West.

*All ratings compiled from Sacramento Television Audience ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic NBC Affiliate
represented by
Edward Petry & Co.

Speed Uhf Research, McConnaughey Urges

EARLY IMPLEMENTATION of a "crash" research and development program to upgrade uhf equipment and bring about a more effective television broadcasting system was called for Friday by FCC Chairman George C. McConnaughey in an address to the West Virginia Assn. of Broadcasters, meeting at the Greenbrier Hotel, White Sulphur Springs. He addressed the Friday dinner session of the Aug. 17-19 meet.

Mr. McConnaughey referred to his meeting a fortnight ago [B•T, Aug. 13] with Dr. W. R. G. Baker, RETMA president, at which it was planned to invite all segments of the industry some time next month to formulate means of organizing the research program. RETMA last week announced the re-establishment of a Special Committee on Frequency Allocations to develop policy with respect to the FCC's frequency study and recommendations to the Senate Interstate & Foreign Commerce Committee (see separate story).

The FCC chairman said he saw "useful advantages" in the formation of a non-profit organization that would coordinate the work in the uhf development program. He noted that such an organization could be available to receive gifts, donations and grants.

Mr. McConnaughey acknowledged that there are many difficulties to conquer along the road to a more competitive broadcasting system, but he said, ". . . the goal offers the best hope on the horizon for facilitating the expansion of this nation's tv service to the levels where ingenuity, spurred by active competition, can carry it." He expressed optimism that the task would be achieved, despite the dimensions of the problem, saying, ". . . as a citizen of a country which can send its aircraft hurtling through the air at speeds approaching 2,000 miles an hour, which is preparing to launch an artificial satellite capable of encircling the globe several times a day, and which is exploiting the atom for manifold industrial uses, how can I doubt the capacity of the engineers in this industry to surmount the obstacles which until now have impeded progress in the utilization of the uhf portion of the spectrum for effective tv broadcasting."

Any transition to uhf would be gradual, the chairman pointed out, stating: "I want to emphasize that there is no thought of precipitous action which at a single thrust would obsolete vhf receiving and transmitting equipment in which the public and the broadcasters have made tremendous investments. But every receiver has a limited life span, and depreciation at permissible rates can meet the financial problems of vhf broadcasters who may at some future date be required to replace their present facilities with uhf equipment."

Bremen, Ga., Grant Affirmed

FCC Hearing Examiner Basil P. Cooper issued an initial decision last week affirming the Commission's Nov. 2, 1955, grant to West Georgia Broadcasting Co. of a new am station (formerly WWCS, now WWCC) to operate on 1440 kc, 500 w daytime, in Bremen, Ga. The grant had been protested by WLBB Carrollton, Ga.

Examiner Cooper decided that WLBB had failed to sustain its burden of proof under claims of alleged multiple-ownership violations, economic injury and a charge that West Georgia was not financially qualified to build and operate the proposed station.

Nationality of Jesuit Head Cited in New Orleans Case

CITIZENSHIP qualifications concerning Loyala U., New Orleans, have been questioned by James A. Noe & Co., which last week asked the FCC to reconsider its decision of last month granting ch. 4 New Orleans to the university (WWL) [AT DEADLINE, July 16]. The Commission denied the competing application of the Noe company and WTPS New Orleans (*Times-Picayune*), latter of which was favored in a July 1955 initial decision by FCC Hearing Examiner Elizabeth C. Smith.

Crux of the Noe argument is the legal status of Loyola, operated by the Society of Jesus. Contending that effective control over the university is exercised by the Superior General of the Society of Jesus, who is a citizen of Belgium, Noe draws a parallel between Loyola U.'s status and that of a foreign corporation. Noe told the FCC that it lacks "statutory power to grant a construction permit and license to a non-profit corporation . . . which cannot meet the citizenship standards required of other applicants."

WISC-TV's Immell Scores Critics of FCC's Doerfer

EDITORIAL criticism of FCC Comr. John C. Doerfer for his presence at dedicatory ceremonies of ch. 3 WISC-TV Madison, Wis. [B•T, Aug. 13], was a "false, low and unwarranted personal attack" by "disgruntled" and "monopolistic" interests, Ralph M. Immell, WISC-TV president, has charged. Mr. Immell took to the air on ch. 3 Sunday night, Aug. 12, to repudiate implications of impropriety raised by the *Madison Capital Times* and the *Wisconsin State Journal* concerning Comr. Doerfer's attendance at the WISC-TV ceremonies. The newspapers were principals in the unsuccessful application for the Madison channel.

Mr. Immell's address also was carried as a full-page, paid advertisement in the Aug. 13 issue of the *Capital Times*. Mr. Immell contended that the basis for the newspapers' reaction was their failure to obtain the ch. 3 permit. He further said that because the newspapers contemplate the purchase of ch. 33 WMTV (TV) Madison, they are attempting to keep ch. 3 out of that city. Historically, government officials participate in dedicatory ceremonies, Mr. Immell stated.

WLAQ Rome, Ga., Sold By Graham to Melof

FCC last week was asked to approve the $50,000 sale of WLAQ Rome, Ga., from Cary L. Graham to Mitchell Melof (business name Don Mitchell), only one month after the FCC approved Mr. Graham's purchase of the station from the News Publishing Co. (*Rome News-Tribune*). At that time Mr. Graham paid $17,000 plus assuming certain debts and obligations of the station.

Mr. Graham also owns WETO Gadsden, WANA Anniston and WPID Piedmont, all Ala. Mr. Melof is former commercial manager of WGST Atlanta and before that was manager of WQXI in the same city. WLAQ (1410 kc, 1 kw) is affiliated with ABC. The Graham-Melof sale was negotiated by Blackburn-Hamilton Co.

Commission Plans to Issue Decisions in Printed Form

THE FCC is planning to issue decisions and orders in printed form instead of in mimeograph shape, as it has been doing since its establishment in 1934.

Arrangements are being worked out with the Government Printing Office so that decisions and orders will be published in one printed pamphlet each week. Details have not yet been decided completely, but it is understood that the new system may be instituted Jan. 1.

Change in the Commission's announcement procedure was disclosed in a report published by the House Government Information subcommittee.

A subcommittee spokesman said attorneys and others concerned with FCC decisions are required to go to the FCC offices to find the results of Commission decisions—or to subscribe to the Pike & Fischer service which prints FCC and other government agency actions.

Although FCC decisions are printed, this is often "five years" behind the date the decisions are published, the spokesman said.

Under the contemplated move, decisions and orders would be mimeographed immediately for distribution to parties involved in the cases and to newsmen. The printed pamphlet would be available to others at a fee from the GPO once a week.

The House subcommittee's report (H Report 2947) criticized the refusal by government agencies and executive departments to furnish information to the public and Congress, and particularly those which have cited the President's 1954 order prohibiting the Defense Dept. from revealing communications within the department during the Army-McCarthy hearings.

The subcommittee spokesman said the House group intends to call on the Justice Dept. for testimony in this regard. Justice only last month cited the presidential order in denying access to its files by a House Antitrust subcommittee investigating the AT&T consent decree.

WTVW (TV) Start Protested

REQUEST of the FCC by ch. 7 WTVW (TV) Evansville, Ind., for special temporary authority to commence commercial operation tomorrow (Tuesday) [AT DEADLINE, Aug. 13] has been protested by now dark ch. 21 WKLO-TV Louisville, Ky., which last week asked the FCC to set WTVW's STA request for hearing. WKLO-TV alleged that WTVW has made building preparations for its tv operation "totally different from that authorized by the Commission" in the construction permit. WKLO-TV said that WTVW's cp called for a 462-ft. tower and RCA transmitter, whereas the station has constructed —without authority—a 300-ft. tower with DuMont transmitter. WKLO-TV's protest was accompanied by pictures purporting to show that WTVW had engaged in unauthorized construction.

Hall Names GOP Aides

THREE appointments in the Republican National Committee have been made by GOP Chairman Leonard W. Hall. Nyle M. Jackson, Seymour, Ind., will serve during the convention as assistant chief sergeant at arms of the radio-tv section and Russell D. Rouch, Springfield, Ohio, will perform the same function in the press section. Lyle O. Snader, minority clerk of the House of Representatives, will head a "newly-enlarged" speakers bureau for the 1956 campaign.

NO OTHER DENVER RADIO STATION CAN MAKE THESE STATEMENTS

MORE GREATER-DENVER FAMILIES LISTEN TO KLZ-RADIO THAN TO ANY OTHER DENVER RADIO STATION

Morning, Afternoon and Night

HERE'S PROOF:

Statements substantiated by Denver's most complete and nationally recognized radio survey, Pulse Inc.—based on 72,000 completed quarter-hour reports, June 1956. Full Morning 6 AM—12 Noon; Full Afternoon 12 Noon—6 PM; Full Evening 6 PM—12 Midnight. No selected segments.

First in average rating MORNING, 6.83; AFTERNOON, 4.85; EVENING, 4.85. KLZ's average *evening* rating is *higher than any other station's* average *daytime* rating.

First in PERSONALITY SHOWS . . . 8 of KLZ's daily personality shows rate first in their time periods.

First in NEWS—WEATHER—SPORTS—MARKETS . . . 19 of these KLZ broadcasts rate first in their time periods.

First KLZ has highest ratings during 51 of 72 *daily* quarter-hours surveyed (plus 1 tie) . . . 2½ times more than all other radio stations combined!

Statements based on ratings (number of actual radio listeners per 100 homes).

NO WONDER KLZ-RADIO HAS BEEN NATIONALLY ACCLAIMED FOR THE "RE-BIRTH OF RADIO"

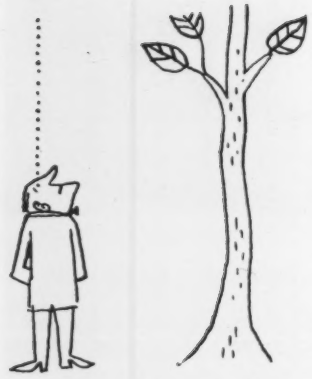
Buy this audience—Sell this audience—Buy KLZ Radio

For the full story, call your KATZ man or me today.

LEE FONDREN
General Sales Mgr.

KLZ Radio Denver
560 kc

CBS for the Rocky Mountain Area—Represented by the Katz Agency



"JAX" AND THE BEANSTALK

Jacksonville has grown into a market of 394,000 inhabitants, a marketplace for 700,000 more; it's the mail address of WMBR-TV, which reaches more than 370,000 tv families in 68 Florida and Georgia counties.

WMBR-TV

Jacksonville, Fla.

Channel 4 CBS

Operated by

The Washington Post Broadcast Division

Represented by CBS Television Spot Sales

Two File for Lubbock Vhf; Third Applicant Expected

THE LAST available vhf assignment in Lubbock, Tex.—ch. 5—vacant since December 1954 when former KFYO-TV was deleted, was a center of activity last week with two applications for that channel filed with the FCC and the announcement that a third application will be filed shortly. Last month [B•T, July 23] the FCC issued a notice of proposed rule-making which would change the Lubbock educational reservation from ch. 20 to 5. Lubbock's tv allocations are chs. 5, 11 (operating KCBD-TV), 13 (operating KDUB-TV), 20 (educational) and 26.

Texas Technological College of Lubbock filed one of the requests for ch. 5, proposing to use it on an educational basis. The nonprofit institution simultaneously petitioned the FCC to designate ch. 5 as educational. Texas Tech plans 11.1 kw visual effective radiated power with antenna height of 444 ft. above average terrain. The school plans to spend $88,189 for construction and $36,000 for first year operation.

C. L. Trigg, owner of ch. 7 KOSA-TV Odessa, Tex., also seeking the Lubbock channel, proposed 100 kw visual power, antenna of 705 ft. above average terrain and an ABC-TV affiliation. Mr. Trigg would spend $325,032 for construction, $500,000 for first year operation and anticipates a first year revenue of $625,000.

Multiple station owner McLendon Investment Corp. (KILT [TV] El Paso, other stations), opposing the FCC proposal to change the Lubbock educational reservation, indicated that it would soon file an application for commercial operation on ch. 5. McClendon referred to Texas Tech's petition as an attempt by the school to "immunize itself from a hearing," pointing out that nothing prevents the school from applying for the channel as presently allocated and then operating it on a non-commercial basis.

The proposed change in the Lubbock educational reservation received favorable response from KDUB-TV, KCBD-TV and several other groups (see separate story). McClendon Investment Corp. and Mr. Trigg filed oppositions. Deadline for comments was last Wednesday.

Scripps-Howard Appeals FCC Knoxville Denial

AN APPEAL from the FCC denial of its protest against the grant of a modified construction permit to WBIR-TV Knoxville, Tenn., and a motion to stay Commission action of Aug. 9 which granted WBIR-TV special temporary authority to begin commercial operation were filed in the U.S. Court of Appeals last week by Scripps-Howard Radio Inc. (WNOX Knoxville). In granting WBIR-TV special operating authority on ch. 10, the FCC found that prior construction allegations by WNOX were of such minor account they could not be considered significant.

WNOX told the Court that the modified permit was illegal because it was granted by the Chief of the FCC Broadcast Bureau in excess of his authority. WNOX also claimed that WBIR-TV's proposals under the modified permit were in substantial variance to its original proposals and raised questions of WBIR-TV's financial qualifications to proceed with the new construction. WNOX said it was prepared to prove that WBIR-TV commenced construction before it received an authorization to do so.

A Knight on Tv

CALIF. Gov. Goodwin Knight August 12 began monthly half-hour live appearance series on KTTV (TV) Los Angeles, *Ask Your Governor,* similar to the live show he does Sundays on KFSD-TV San Diego. The KFSD-TV series began Feb. 26. He did a similar live stint on KCCC-TV Sacramento from last November through April. The format calls for Gov. Knight to answer questions phoned by viewers during program. The fourth Sunday of each month Gov. Knight appears on KOVR (TV) Stockton with *Report to the People,* which began last October and presents state officials on current problems. The Governor's office last week told B•T he is planning *Ask Your Governor* for San Francisco when time can be worked out.

Hodge Timebuying in Illinois Spotlighted in 'News' Report

DEPOSED Illinois State Auditor Orville Hodge channeled $6,000 of taxpayers' money into a spot radio-tv campaign on Illinois stations during last April's primary elections, the *Chicago Daily News* reported Aug. 8 in an exclusive story.

The Knight Newspaper, which is credited with breaking the $1.5 million scandal involving the state auditor's office, claimed that Mr. Hodge sent a personal check on the Southmoor Bank & Trust Co. to Commercial Broadcasters Radio Adv. Agency, Chicago, in payment for 300 announcements "on virtually every Illinois radio and tv station." It quoted Michael Edelson, a member of the agency, as reporting a bill of $6,245.01, with the agency contributing the sum above $6,000 to Mr. Hodge's campaign.

According to the *Daily News* story, Richard Stengel, Democratic candidate for U. S. Senator, has asked Leonard W. Hall, chairman of the Republican National Committee, that the Republicans "refund" the money to the state.

Mr. Hodge paid for the time with a check on the Southmoor Bank, though he had no account there, the *News* alleged, adding that over $450,000 in forged state warrants (checks) were cashed there while Mr. Hodge was state auditor. Mr. Hodge and other principals are under 54 federal indictments for misapplication of funds in a federally-insured bank, and the former state auditor also faces 46 state indictments for embezzlement.

FCC Members Assigned To Fall NARTB Meetings

THE seven members of the FCC have been assigned dates for appearances at the approaching series of NARTB regional meetings, starting Sept. 17 [B•T, Aug. 13]. Commission members were invited by NARTB to participate in the industry sessions, with assignments made within the Commission itself as was the case last year.

The schedule of appearances follows: Minneapolis, Sept. 17-18, Comr. T. A. M. Craven; Salt Lake City, Sept. 20-21, Chairman George C. McConnaughey; San Francisco, Sept. 24-25, Comr. Rosel H. Hyde; Oklahoma City, Sept. 27-28, Comr. Robert E. Lee; Boston, Oct. 15-16, Comr. Richard A. Mack; Indianapolis, Oct. 18-19, Comr. Robert T. Bartley; Birmingham, Oct. 25-26, Comr. John C. Doerfer. No assignment has been made for the Washington, D. C., meeting Oct. 11-12.

NETWORKS JOIN FTC-SPONSOR HASSLE

Trade Commission charges against nine clients who used in-store promotions prompts promise of legal support.

NETWORKS rallied last week to the defense of their respective merchandising plans—and of clients using these in-store promotions whose propriety has been challenged indirectly by the Federal Trade Commission [B•T, July 30].

CBS Radio President Arthur Hull Hayes announced that his network will seek to become "an active participant" in various proceedings in which FTC charged nine major manufacturers with violating the Robinson-Patman Act through the use of various merchandising arrangements offered by CBS, NBC and ABC.

The FTC did not name the networks as defendants in the proceedings. But, Mr. Hayes said, CBS Radio attorneys have been instructed to prepare a petition to intervene in those cases where CBS Radio's Supermarketing Plan is involved. If the petition is granted, he said, CBS Radio will take "a vigorous role in defense" of its Supermarketing Plan and the use of the plan by its advertisers.

Plans of NBC and ABC were not formally announced. It was learned, however, that each intends to go to the assistance of its respective clients who were named defendants by FTC. Neither one, apparently, has yet decided just what form this assistance will take.

NBC authorities, for instance, said they intended to assist defendant-clients "in every way possible" in fighting the FTC litigation but that, as of the moment, they were inclined to think it would not be necessary to "intervene" —as CBS Radio proposes to do—in order to give maximum assistance.

Emphasizing that no final decision has been made as to procedure, however, they made plain that the question is still being considered and that present thinking accordingly may be reversed and intervention sought.

ABC was reported to be inclining toward the same general thinking—that of assistance to clients without actual "intervention."

The nine defendant companies, all manufacturers of products sold in grocery stores, are Groveton Paper Co., Pepsi-Cola Co., Coca-Cola Bottling Co. (New York), Sunkist Growers, General Foods, Sunshine Biscuit, Piel Bros., Hudson Pulp & Paper, and P. Lorillard.

The merchandising plans involved are those of network-owned stations. The defendant manufacturers are accused, in effect, of paying retail grocery chains for in-store promotions of their products without making the same allowances available to all other customers proportionately.

FTC claims they did this by buying time at regular card rates on network-owned stations that offer in-store promotions of their products as a "special inducement" for buying time. The in-store promotion privileges generally are obtained by stations in exchange for free spot announcements for the stores involved. According to FTC's reasoning, the defendant-manufacturers, by using merchandising plans, were in effect giving the participating chain outlets promotional allowances which they were not offering other retail customers.

Most of the defendants have declined specific comment on the FTC charges, other than general denials [B•T, Aug. 6].

Six Productions Scheduled By NBC-TV Opera Theatre

THE NBC-TV Opera Theatre last week scheduled six productions—including both an American premiere and a world premiere—for its eighth consecutive season beginning Nov. 18. All operas will be performed in English dress, with "at least half of them" to be seen in color, according to Producer Samuel Chotzinoff.

The season will get underway with Giacomo Puccini's "La Boheme," followed on Dec. 16 by NBC-TV's annual presentation of Gian Carlo Menotti's "Amahl and the Night Visitors." On Jan. 13, the NBC-TV Opera group will present the U. S. premiere of Sergei Prokofiev's "War and Peace," and on March 10, the world premiere of Stanley Hollingworth's "La Grande Breteche." Other presentations scheduled are Guiseppe Verdi's "La Traviata" (Feb. 10) and Richard Strauss' "Elektra" (April 21). Continuing as staff for the company will be Mr. Chotzinoff, Peter Herman Adler (music and artistic director), Kirk Browning (tv director) and Charles Polacheck (associate producer). In addition to the six tv programs, the company also will embark on its national tour Oct. 11, returning to New York Dec. 9.

Arbitration Assn. to Hear Hal March Issue Sept. 26

A PROCEEDING involving tv star Hal March for alleged breach of contract is slated for 11 a.m. on Sept. 26 at the offices of the American Arbitration Assn., New York.

The action is being taken by two broadway producers, Alexander H. Cohen and Ralph Alswang, who also have a $250,000 suit pending in New York Supreme Court against cosmetics manufacturer Revlon Inc., New York, charging the tv advertiser with persuading Mr. March to break his contract to star in a comedy to have been called "The Brass Section" [B•T, July 2].

In the arbitration session, Herman Levin, Morris Mitchell and A. L. Berman will make up the board that will decide the issue. Mr. Levin, also a broadway producer, will represent Messrs. Cohen and Alswang; Mr. Mitchell will act on behalf of Mr. March, while Mr. Berman will serve as an impartial arbitrator.

Changing Horses

THERE was more involved than a routine switch in jobs when Robert R. Pauley, account executive at Benton & Bowles, New York, moved from the agency to join CBS Radio. Mr. Pauley, who used to sit opposite CBS Radio salesmen when they came to "sell" him on the power of network radio, will now hop to the other side of another desk in his new capacity as sales development account executive in Bill Shaw's CBS Radio network sales department. This is the second switch of the same type in Mr. Pauley's career. Before joining Benton & Bowles in 1953, Mr. Pauley was an account executive with WOR New York and NBC Radio sales.

Gone

are the men and open spaces of frontier West Texas. And gone are the days when you bought a dozen radio stations and newspapers to cover it. With the KDUB - TV — KPAR - TV combination you reach 191,614 sets with one economical purchase!

CBS

K•DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS.

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

NBC ACCELERATES ITS COLOR EXPANSION

Network's yearlong $12 million project to hit high mark this fall with opening of new facilities in New York, Brooklyn and Burbank.

THE BULK of NBC's $12 million expansion of its color facilities within the past year—three new color studios and other new color facilities—will be placed into service this fall.

NBC is reporting today (Mon.) that the Ziegfeld Theatre, "Brooklyn Two" and "Color City Four" at Burbank, Calif., are included as well as the installation at Color City of a recording system using lenticular film (new development of NBC, RCA and Eastman Kodak Co.).

The latter system, according to NBC, will be operating at the start of the fall season and will permit the network to present color programs on the West Coast on the same time-delay basis now standard for black-and-white.

The plans for these studios and other expansion which will double NBC's color production had been disclosed last fall by Brig. Gen. David Sarnoff, board chairman of RCA and then also of NBC [B•T, Nov. 7, 1955].

The Ziegfeld Theatre in the Broadway section of New York that has been converted into studios by NBC has its facilities concealed, thus retaining the theatre's traditional appearance. The network said the Ziegfield will make "an ideal showplace for televising big entertainment events that call for a 'first-night' atmosphere."

As described by NBC, the theatre when completed will have a studio control in the basement of the theatre for production people to view stage action through two vidicon cameras. For rehearsal convenience a "Director's Delite"—a small portable control console set up temporarily on the stage floor—will be used.

A removable fore-stage floor, fore-stage lighting and an aerial camera attachable to the balcony's front will be available for larger tv productions. A large-screen monochrome monitor as well as regular color monitors will be used for audience viewing. A lighting system handling 900,000 watts of current and containing 450 lighting outlets will be employed.

The new major color studio in Brooklyn is adjacent to the color studio currently used. Brooklyn Two is said by the network to be the largest studio "ever built from the ground up specifically for color." It will have 13,500 sq. ft. of floor space, exceeding in size only that of the adjacent studio that originally was a film studio before conversion to color tv. The lighting system is described as the "most powerful" in the industry, having a capacity of 1.2 million watts and 850 outlets. Enough current will be used by the studio alone to light a city of 4,000 homes.

Burbank Facilities

On the west coast, the new Burbank Color City Four will be the second such studio and will have 12,600 square feet of floor space. This is approximately the same size as Color City Two (NBC's first color studio in Burbank).

NBC described its lenticular system as working in this way: "electronic information is registered on black-and-white film through minute lenses which form a portion of the film itself. The film can be processed rapidly with normal black-and-white techniques and then played back as a color tv program."

Breach of Contract Suit Filed Against NBC by Martin, Lewis

DEAN MARTIN and Jerry Lewis filed a $3 million breach of contract suit against NBC in the U. S. District Court at Los Angeles last week attacking the network's refusal to carry out a five-year personal appearance agreement made earlier this year.

The comedy team charged that its production firm, York Pictures Corp., a New York corporation, signed a contract with NBC Feb. 15, 1956, covering a series of tv programs to begin this September. The complaint said the agreement covered four programs each season for five years with NBC to pay $250,000 for each show, live or on film. The contract specified that NBC would notify York of the telecast dates for the next season by July 1 of each year, the court suit explained, although the deadline this year was extended to Aug. 1.

The complaint charged that on July 25 NBC notified York in writing that it would not comply with its obligations to York and repudiated the contract. The suit said that on or about Aug. 1 York informed NBC of its continued "readiness, willingness and ability to fully perform its obligation under said agreement" but about the same date NBC "unequivocably and in writing reaffirmed to York, NBC's repudiation of the aforesaid agreement."

The suit was filed in behalf of York by the Los Angeles law firm of Pacht, Ross, Werne & Bernhard.

Martha Raye Scheduled To Leave Miami Hospital

COMEDIENNE Martha Raye was scheduled to be discharged from Miami Beach's St. Francis Hospital over the past week-end after a near-fatal overdose of sleeping pills last Tuesday. A close friend of the star and of her manager (and ex-husband), Nick Condos, also said that Mr. Condos had told him Thursday that the police would not press charges against Miss Raye for attempted suicide, as had been reported earlier. The friend asked that his name not be revealed.

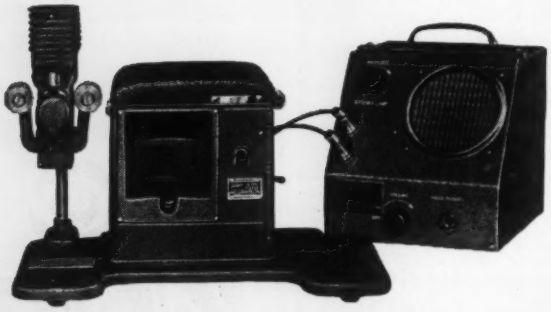
Miss Raye, according to intimate friends, had been despondent for several months. In Florida to establish residence in order to obtain a divorce from dancer Ed Begley, she had been performing at The Beachcomber up to Aug. 12. The divorce petition was denied Aug. 10 on grounds that Miss Raye had established a "paper residence" only.

Signs Marx Exclusively

NBC last week reported that Groucho Marx and John Guedel, star and producer of *You Bet Your Life* (NBC-TV, Thursday, 8-8:30 p.m., NBC Radio, Wednesday, 9-9:30 p.m.) last week were signed to a long-term contract effective this September. The new agreement —negotiated with NBC by Gummo Marx, Groucho's brother and agent, and Laurence W. Beilenson, attorney for Messrs. Marx and Guedel—provides for the humorist's exclusive NBC radio and television appearances and similar production services of Mr. Guedel on the *Life* program.

EVERYTHING

FOR MOTION PICTURE AND TELEVISION PRODUCTION



CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound!
- Edit single system Magnastripe or double system magnetic sound!
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track!
- Works from left to right or right to left!
- Optical Model, $195.00
- Magnetic Model, $185.00

For descriptive literature, write Department B

THE CAMERA MART, INC.

1845 BROADWAY (at 60th St.), NEW YORK 23, N. Y. PL 7-6977

Hospital Releases Sullivan

ED SULLIVAN, host of the CBS-TV show bearing his name, was released Aug. 13 from Griffin Hospital, Derby, Conn., where he had been recovering from injuries suffered in an automobile accident Aug. 6 near his Southbury, Conn., farm [B•T, Aug. 13]. CBS-TV reported that Mr. Sullivan had been advised by his doctors not to appear on the Sunday night show for three or four weeks. Mr. Sullivan received a broken rib and other less serious injuries.

NETWORK PEOPLE

Jerry Bowne, radio-tv producer, named producer of *Glamour Girl* show on ABC-TV Western Regional Network.

Victor Wolfson, author and playwright, appointed associate producer of CBS-TV *Climax.*

James Fleming, former producer of NBC Radio's *Monitor* and previously CBS newsman, named producer of CBS-TV's *Good Morning With Will Rogers Jr.* Other CBS-TV assignments: **Michael Sklar,** producer of Rogers show, beginning research and development on new program series for showing early next year, and **Ted Sack,** producer of *Look Up and Live,* to associate producer of *Adventure.*

Dave Garroway, host on NBC-TV's *Today* and *Wide Wide World,* married August 7 to **Pamela Wilde Kastner de Coninck,** formerly on production staff of Elliot, Urger & Elliot, N. Y. film firm.

PROGRAM SERVICES

PROGRAM SERVICE PEOPLE

Stanley J. Kavan, sales manager of albums, Columbia Records Inc., N. Y., to additional post of coordinator, popular albums artists and repertoire. Other CRI appointments: **John Lothrop,** recording operations editor, to manager of office services, and **Alberta Keilbach,** catalogue supervisor, to supervisor of file and stenographic services.

Al Freedman, freelance tv writer, named producer of Barry & Enright Productions, Monday-Friday NBC-TV giveaway, *Tic Tac Dough.*

Alan Surgal, tv writer and author, and Mrs. Surgal (Florence Small, agency editor, BROADCASTING•TELECASTING), parents of son, Thomas Jordan Surgal, born Aug. 14 in New York.

In and On the Air

WHEN you're too busy to accept announcing bids for tv commercials in other cities, the best thing to do is buy your own plane. At least that's what Bill O'Connor, Chicago freelance radio-tv pitchman, has done. Generally regarded as the city's busiest announcer, Mr. O'Connor found last year he couldn't keep up with offers to handle tv spots in Detroit, Cleveland, St. Louis and other midwest cities. So the 31-year-old announcer took flying lessons, obtained a license and bought his own Piper Tri-Pacer plane. Over a fortnight ago Mr. O'Connor took off from Chicago's Ravenswood Airport for Lambert Field in St. Louis—and his first out-of-the-city tv spot assignment.

MANUFACTURING

Tv Sets Will Be Smaller, But Not Pictures—Baker

THE trend in tv receivers will be smaller models offering the same size picture screens, according to Dr. W. R. G. Baker, vice president of General Electric Co. and president of Radio-Electronics-Tv Mfrs. Assn. Speaking last week at a management institute held at American U., Washington, Dr. Baker said new picture tubes will have an opening angle of 110 degrees compared to the current 90 degrees, permitting a cut of four to five inches in depth of receivers.

When the new tubes eventually are put into portable models, he said, they will be "more desirable" than at present. He said the consumer "wants the set to come to him—he doesn't want to have to go to the set."

Output of portable tv sets totaled 326,000 in the first half of 1956 compared to 50,000 in the same 1955 period, he said, predicting development of battery-transistorized sets when design problems are overcome.

Meck Sells His Interests In Scott Radio Labs Plant

SCOTT Radio Labs plant in Plymouth, Ind., was reported to be on the sales block last week after confirmation of reports that John S. Meck, former president of the set firm and now advertising executive, has completed disposal of his majority interest.

Mr. Meck, who last July joined the Martin Co., advertising agency, as director of technical product merchandising and was elected vice president, confirmed he has sold his 52% interest to Benjamin Smith, head of Monogram Mfg. Co., Culver City, Calif.

While Scott Radio Labs still remains a corporate entity, Mr. Meck said, it has not manufactured any radio-tv sets under the Scott or Meck names at its Plymouth plant since early this summer. It was not known whether the Scott name would be retained by Mr. Smith's firm.

Mr. Meck entered the electronics manufacturing field in 1939 with a small plant turning out phonographs and sound systems and two years later moved to Plymouth on war production work. Later he produced low-priced radios and entered the tv receiver field.

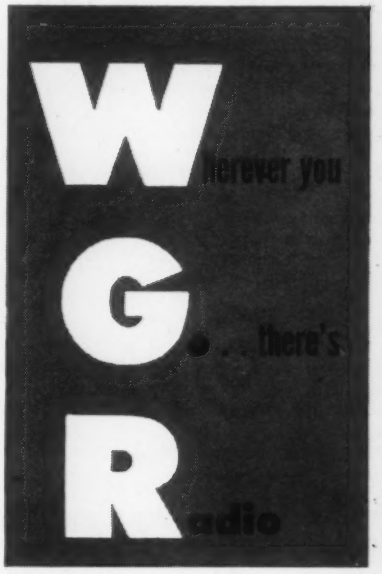
Portables Set Sales Pace, Officials of Emerson Say

EMERSON'S sales pacers in radio-tv are portable tv sets, the new portable tv-phonograph-radio and transistor radios.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., told a distributors' convention in New York last week that portable tv sets accounted for 20% of this year's unit sales and 15% of the dollar volume at his firm. He predicted portable tv within three years will boost industry sales from a current 7 million to 10 million.

Another Emerson executive, Dorman D. Israel, executive vice president and general manager of the tv-radio-phonograph division, declared that the tv "Phonoradio", as Emerson calls its portable that also can be operated from an automobile, is selling faster than any other tv receiver ever produced by the company.

This outlook on Emerson's receiver production was presented along with a preview to the distributors of the 1957 line of radios, tv sets and phonographs. Among the models is a 21-inch color consolette which is list priced at $678.



Sell the Nation's 14th Largest Market! . . . use WGR's Salesmen of the Air

MUSICAL CLOCK
Starring John Lascelles
5:30 - 9:00 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.

SOUND ON
Starring Frank Dill
2 - 6 PM Monday thru Friday
Top Tunes for a Top Audience

PLUS
Outstanding 5 and 10 minute News and Weather Spots

ABC AFFILIATE

Representatives:
PETERS, GRIFFIN, WOODWARD, Inc.

Admiral Earnings Decrease During First Half of 1956

CONSOLIDATED sales and earnings of Admiral Corp. for the first half of 1956 deceased from the same period last year, according to John B. Huarisa, executive vice president and treasurer.

He reported sales for the first six months of this year as being $85,834,325, compared to $94,018,923 during that period in 1955 (a 9% drop) and earnings after taxes of $1,748,055 (74 cents per share on 2,362,096 shares outstanding) as against $1,946,192 (equal to 82 cents per share). Profits before taxes rose, however, from $2,845,413 that period last year to $3,371,334 in 1956.

Mr. Huarisa, in his Aug. 12 report, attributed the apparent drop in sales and earnings to late introduction of Admiral's 1957 tv line (June 28) and said a substantial amount of orders already booked will be reflected in the company's third quarter statement.

RCA Plans 3½% Price Boost In Monochrome Tv Receivers

COST of most RCA black-and-white tv sets will be increased an average 3½% Sept. 1, C. P. Baxter, vice president and general manager of RCA's television div., reported Thursday. RCA Victor's line of 10 color tv receivers, beginning at $495, is not affected.

While color remains the same in price, RCA hinted that only anticipated "increased volume and mass production techniques" prevent a hike also for that commodity.

RCA insisted, however, that its increases, which will range from 1½% to 10% according to the model (and with the prices of some monochrome receivers remaining the same), were hastened by higher labor and material costs. RCA noted that some of the "leading" set makers had increased prices of their receivers in the past two years, during which time RCA "has substantially maintained a price level" on its monochrome sets.

Mr. Baxter declared that RCA's new price schedule "reflects only relatively minor upward revisions of our present prices." He added that while RCA, at the time of its introduction of the 1956-57 line of monochrome receivers, decided to hold the price line as long as possible despite "spiraling" labor and material costs, "recent unforeseen rises in overall costs have forced us to reflect these increases in our price structure."

What's New With "DAMETIME" Television?

ASK YOUR COLONEL

The Colonel has just written a book on the subject of daytime viewing. Not a very long book, but one that should be very interesting to the advertisers of soaps and soups and such . . . that are sold to women.

PGW TELEVISION SALES

Philco Prices Up 10%

PHILCO Corp., Philadelphia, advised its distributors last week that prices of most of its products will be increased up to 10% in the near future. Philco Executive Vice President John M. Otter said the move is necessary because of the recent increase in the price of steel and higher labor costs. The firm manufactures radio and tv receivers, phonographs and major home appliances.

RCA Ships Equipment

COLOR CAMERA, antenna and transmitter shipments reported by RCA included three vidicon color film cameras to WRCV-TV Philadelphia; KPIX-TV San Francisco and NBC, New York; live studio color camera to KRAD-TV Wichita; six-section superturnstile vhf antenna to KXLF-TV Butte; vhf transmitters—25 kw amplifier to KHSL-TV Chico, Calif., and 50 kw amplifier and 2 kw standby for WDEF-TV Chattanooga, and 25 kw uhf transmitter (amplifier) for WBRE-TV Wilkes-Barre.

Olympic Now Unitronics

STOCKHOLDER approval has been granted to change of the corporate name of Olympic Radio & Television Inc. to Unitronics Corp. [B•T, June 11]. Named president of the new corporation at an Aug. 3 meeting was Brantz Mayor, director of company, and former assistant to publisher of Time Inc., who now will head Unitronic's three divisions, Olympic Radio & Television, David Bogen Co., and Presto Recording Corp.

MANUFACTURING PEOPLE

Harold C. Mattes, formerly president of Raytheon Mfg. Co. and co-founder of old Belmont Radio Corp., elected vice president in charge of private label division of Hallicrafters Co., Chicago, which recently purchased Raytheon tv and radio tools and other equipment.

Kenneth P. McNaughton, retired major general, U. S. Air Force, named director of west coast operations, Fairchild Camera & Instrument Corp., Syosset, N. Y. He will headquarter at L. A.

Jake Chaffin Marley, U. S. Navy Bureau of Ships, to Federal Telephone & Radio Co., Clifton, N. J., as manager of government sales, apparatus division.

E. H. Taylor, formerly electronic sales manager, Graybar Electric Co., Chicago, appointed by DuKane Corp., St. Charles, Ill., to coordinate sales promotion and market development of commercial sound division.

Dr. Hans Christoph Wohlrab, chief engineer, Siemens & Halske (electrical supplies, tv, film equipment), Karlsruhe, Germany, to director of engineering, professional equipment & instrument division, Bell & Howell Co., Chicago.

John M. Spooner, manager of RCA's kinescope servicing plant, Sellersville, Pa., to manager of firm's Findlay, Ohio, plant (high-voltage transformers and deflection yokes). **Anthony L. Conrad,** manager of RCA missile test project at Patrick Air Force Base, Fla., elected vice president, RCA Service Co.

Alice Close, formerly with Sylvan Ginsbury Ltd., N. Y., exporter of electronic components and testing equipment, to export manager, International Div., Allen B. DuMont Labs, N. Y. **Peter Weil,** special analyst in charge of finances, planning and control, DuMont Labs, to assistant manager, technical products division.

John P. J. Finnie, formerly with Brooke, Smith, French & Dorrance, N. Y., to David Bogen Co., (high-fi sound reproduction equipment), N. Y., as assistant advertising manager.

Cecil Grace, former sales engineer, Allen B. DuMont Labs, to Visual Electronics Corp., N. Y. Visual distributes tv microwave relay and other broadcasting equipment.

Thomas J. Murphy, special sales representative for electric ranges and home laundry equipment, Philco appliance division, Phila., named manager of premium sales for corporation.

Michael F. Dowley Jr., formerly with R. H. White, Boston department store, in executive sales capacity, to RCA International Div., N. Y., as director of consumer products marketing department.

Dr. Allen B. DuMont, board chairman, Allen B. DuMont Labs, will address Texas Electronics Assn. convention Friday at Houston on "Television—Today and Tomorrow."

MANUFACTURING SHORTS

Terado Co., St. Paul, Minn., marketing automatic converters to use automobile current in operation of portable tv sets. Models plug into dashboard cigarette lighter and are available for six or 12 volt systems.

Damon Recording Studios Inc., Kansas City, Mo., which last year designed and put into use new nine-speed hysteresis, synchronous direct drive for disc recording machines and players, now producing units for other recording organizations. Firm, after continuous use of units, reports outstanding results in all phases, including disc duplication at double speed.

Allen B. DuMont Labs, Clifton, N. J., reports equipment for conversion of its multi-scanner to color has been ordered by WREX-TV Rockford, Ill. (ch. 3).

Motorola Inc., Chicago, reports portable and automobile radio sales reached their highest monthly peak at Motorola Inc. during June, with increases of 30% and 16%, respectively, over the same month in 1955.

Setchell-Carlson Inc., St. Paul, Minn., has announced new line of tv receivers including 17, 21, 24 and 27-in. models, portable, table and console construction. Line features "unit-ized" design with functional units easily removed from chassis for maintenance or modernization.

RCA Theatre & Sound Products, Camden, N. J., has developed four-speed automatic record changer for home-installed high fidelity systems. In addition to standard intermixing of 7, 10 and 12 in. discs and established 45, 33⅓ and 78 rpm speeds, new machine will also accommodate 16⅔ rpm size used for storybook discs.

'Project Information' Launched by P,G,W

Variety of market data is offered timebuyers and agency media planners in new $100,000-plus project by agency.

NEED of timebuyers and agency media planners for a wealth of market data is emphasized by Peters, Griffin, Woodward in its new $100,000-plus "Project Information."

The new studies, extensively prepared over the past six months by P,G,W, were previewed Wednesday at a news conference in New York as the station representative started its huge task of mailing them in series to agencies and advertisers.

Specifically, "Project Information"—based on 114 different studies of market conditions—aims to benefit stations represented by P,G,W and to stimulate radio and tv national spot business in general [CLOSED CIRCUIT, Aug. 13].

P,G,W officials said the firm, which represents more than 50 radio and tv stations, had absorbed all of the project's cost, reported to be $100,000, with the stations asked "not to contribute even a dime."

The project has these distinct parts for each market: radio market stories (about six pages in length) to be distributed in complete sets to advertisers and agencies; television market stories (called "sellers handbooks") which contain a complete volume for each market; folder-type station stories for use by P,G,W salesmen and "Dames in the Daytime," a special study on daytime viewing habits. Station stories contain coverage maps and highlights of the market stories and can accommodate more specific information on programs, rates, coverage and the like.

Last week, P,G,W started distribution of the radio market stories; the tv counterparts, illustrated and plastic bound, will go out later this month.

In all there is a total of 250,000 printed materials. Basic pieces include 32 for radio and 26 for tv with "Dames in Daytime" an additional mailing piece.

H. Preston Peters, president of the representative firm, stressed in his announcement of the project that advertisers and agencies had long sought such materials for use in planning campaigns. Mr. Peters stated his firm believed the project's circulation would mean that for the first time an advertiser, account executive or timebuyer could bone up at "one short reading session" on market conditions and traditions existing in those markets P,G,W represents.

Features of the market stories include contour maps, pictures, sales figures, individual market weather conditions, college enrollments, lists of retail outlets, of competing broadcasting stations and data on local newspapers.

As an example of the type of material the firm will distribute, the "Seller's Handbook for Roanoke and WDBJ-TV" has 15 pages crammed with statistics and general information. First page sets background with a general description of Roanoke, Va., the second flips into facts and figures of the Roanoke metropolitan county area (including counties, population, families, national ranking and population characteristics). Next comes a look at Roanoke's industry, presenting data on employment classifications, names of some of the major companies located in the market (even as to include office hours, factory shifts and industrial paydays).

A full page is devoted to retail trade, presenting the main department stores, variety stores, chain groceries and drug stores, as well as principal shopping days. Classifications and number of retail establishments for the Roanoke market's counties are presented along with overall totals, the total employes and the 1954 payroll. Page 6 of the Roanoke study lists railroads, airlines, highways and total auto registrations. A full page is devoted to a list of tv and radio stations (affiliations and power for both radio and tv; height above average terrain and channel number for tv, frequencies for radio) and to newspapers (morning or evening, and daily and Sunday circulation).

The next page points up collegiate statistics: name of school, its location, type (coed, women

'PROJECT INFORMATION' gets final inspection by Peters, Griffin, Woodward executives before its release. L to r are John A. Thompson, assistant sales manager for radio; Russel Woodward, executive vice president and director of radio; H. Preston Peters, president, and John W. Brooke, eastern sales manager for television.

Now They're Talking About 10!

Fall — Winter campaigns for '56 — '57 are being planned right now in every advertising agency in the country. WJAR-TV is an important part of those plans because ad men know from experience that Channel 10 delivers southeast New England like nothing else can.

Don't miss your share of this great market.

Represented nationally by WEED Television

NBC

NBC Basic — ABC Supplementary

WJAR-TV CHANNEL 10 PROVIDENCE RHODE ISLAND

ELTON RULE, KABC-TV Los Angeles general sales manager, points out a feature of Tom Sawyer "Rippled" potato chips which will be used on long-term spot schedule just signed with KABC-TV. Getting the facts are (l to r) Lou Holzer, vice president, M. B. Scott Inc. advertising agency, that city; Dick O'Leary, KABC-TV account executive; Bill Zinsley, Tom Sawyer sales manager; Ben Spillman, Tom Sawyer director, and Robert Smith, Scott account executive.

or men, etc.), number of students and teachers. The weather and water page presents the normal for temperature and precipitation for each of the 12 months in the year along with figures for the whole year (including snowfall). Altitude and type of water are presented. The leading hotels in Roanoke are treated next (location and phone number).

The remaining few pages are used to tell the P,G,W-represented WDBJ-TV Roanoke story. This includes full description of the station, a coverage map, breakdown into counties of the coverage area (taking in population, families and total retail sales).

The radio market story similarly packs into its fewer pages essentially the same information, with emphasis, however, on fuller treatment of other radio stations in the market, and on the competing tv and newspaper outlets.

The separate "Dames in the Daytime" presentation is an illustrated booklet that points up various research findings on the extent of television viewing in the daytime hours. Stressed are the huge number of tv homes which watch tv before 5 p.m.; the fact that women do most of this viewing, that this housewife attention level is about the same in the daytime as it is at night, and that women daytime tv viewers are younger, have the larger families and shop more often.

WIOD Now Called WCKR, Uridge Appointed Manager

BISCAYNE TV Corp. (WCKT [TV] Miami) has taken over operation of WIOD Miami and the call letters have been changed to WCKR, according to Niles Trammell, president. Mr. Trammell also announced the appointment of four station officers, headed by Manager Owen Uridge. The change became effective midnight, Aug. 10.

MR. URIDGE

WIOD was purchased by Biscayne from Isle of Dreams Broadcasting Corp. for $404,128 [B•T, July 23]. This necessitated the sale of WQAM Miami by the *Miami Herald*, a substantial stockholder of Biscayne, because of FCC duopoly rules.

Besides Mr. Uridge, other station executives who have joined WCKR include Gene Rider, chief engineer; L. L. (Duke) Zimmerman, sales manager, and Walt Svehla, program manager. All four men formerly were with WQAM. Mr. Uridge, WQAM general manager, formerly held the same position with WAFD and WJR, both Detroit. He joined WQAM in 1947.

At the present time, WCKR is operating from studios in downtown Miami but will move into new facilities in Biscayne's radio-tv building early next month. Sister station WCKT went on the air last month, with studios in the new building. Both stations are NBC affiliates. Christal Co., New York, will represent WCKR.

WOW-AM-TV Issues Film On Conservation Problems

WOW-AM-TV Omaha, Neb., has produced its third soil and water conservation documentary film, "Regimented Raindrops II." The filming required 550 man-hours, more than $3,000 in production costs and 5,000 miles of travel.

"Raindrops II," preceded by "Big Muddy" and "Regimented Raindrops I," dramatizes what Missouri Valley basin farmers are doing to conserve vital water on their own land. The film lasts 27 minutes and is in color with sound.

A team composed of WOW-AM-TV Farm Director Mal Hansen, his associate Arnold Peterson and photographers Bill LaViolette and Bob Mockler shot scenes throughout Nebraska and Iowa from the air and on the ground.

The film has been shown by WOW-TV, KCMO-TV Kansas City and will be shown next month by KTNT (TV) Tacoma, Wash. It also is available for group showings and bookings at present are a month ahead. Stations interested in showing the film may obtain copies by contacting Mr. Hansen.

MR. HANSEN (l) and Norman Tooker, Douglas (Iowa) County agricultural agent, examine a copy of "Regimented Raindrops II."

Color Progress 'Remarkable' Herbuveaux Reports to NBC

WNBQ (TV) Chicago made "remarkable progress" in programming, sales, client-agency acceptance and in generating public interest in color television in its first four months of operation as an "all-color" station, Jules Herbuveaux, NBC Chicago vice president and general manager, reported last week.

Details of Mr. Herbuveaux' four-month report followed generally the pattern of findings shown in a special three-month report presented by B•T a month ago [B•T, July 16]. Reporting to Charles R. Denny, NBC vice president in charge of owned stations and NBC Spot Sales, Mr. Herbuveaux said, in part:

(1) WNBQ currently is averaging approxi-

United Press 1 news produces!

THEY PUT THEIR MONEY ON PROMOTION-MINDED NAGS

PLAYING a hunch on the 590 frequency of WROW Albany, 19 members of a party given by the station at the Saratoga race track chose 5 and 9 in the daily double. And promotion-minded horses—looking at the call letters on a balloon flying overhead—came in for the payoff. The winners were among more than 100 timebuyers and other advertising personnel from New York, Boston and Philadelphia entertained

at the track by WROW. Lucky ticket holders (l to r) are, seated: Rita Driscoll, of C. L. Miller; Betty Powell, Geyer Advertising; Jane Podester, McCann-Erickson; Aliph Avery, daughter of Avery-Knodel's Lew Avery; Frank Smith, WROW president; Jack Clark, Harrington, Richter & Parson; Pat Hart, WROW; Gerry McGuire, WCDA Albany, and standing: Val Ritter, N. W. Ayer; John Dickenson, HR&P; Bob Liddel, Compton Advertising; Harry Goldman, WROW; George Perkins, WROW; Marc Richfield, BBDO; Stan Hamer, Dancer, Fitzgerald & Sample; Lew Avery; Jack Dunford, Bryan Houston; Dane Kane, Ellington & Co., and Bernie Rasmussen, Fuller & Smith & Ross.

mately 38 hours of color per week (30 hours local, 8 hours network). This fall, when network colorcasting is boosted from 40 to 80 hours a month, WNBQ will be presenting 50 hours of color per week, or about 15 hours more than when it started colorcasting last April.

(2) A total of 36 local and national spot advertisers currently use WNBQ's color facilities to present a total of 74 live, film or slide commercials in an average week. Color has had a "uniformly enthusiastic" reception from all 36.

(3) Color has brought new business to WNBQ—local and national spot sales in May, June and July were up 25% over the same period of 1955.

(4) Some 30,000 visitors have trooped to WNBQ's Hall of Color in the past four months and traffic now averages 2,000 per five-day week.

(5) Although there is no authoritative count of the number of color sets in the Chicago area, sales there have exceeded those in any other market and it's estimated that the total has doubled since WNBQ started its color operation. A further step-up is expected this fall as a result of increased color programming, plus recent reductions in color set prices.

(6) WNBQ color orientation sessions, open to all advertisers and their agencies, have had "great success," with 29 agencies and 40 of their clients having used station's "laboratory" facilities to color-test products as of July 31. Though some of these advertisers are not now using color, and a few are not even using tv, they should be considered potential users who have been "pre-sold" on color.

Color clients are renewing at an "encouragingly high rate," Mr. Herbuveaux said. Among the most recent renewals were those of Goldblatts', Armour & Co., Santa Fe Railway, Peter Hand Brewing Co., Wanzer milk and First Federal Savings & Loan.

Fla., Tenn. Stations Bought by Rounsaville

THE Rounsaville station group was expanded to seven regional outlets in major markets as the result of last week's purchase of WSOK Nashville, Tenn., (1470 kc 1 kw daytime) and WIOK Tampa, Fla. (1150 kc 1 kw daytime) from H. C. Young Jr., of Nashville. Price for the two outlets was $540,000. Sales are subject to usual FCC approval.

MR. ROUNSAVILLE

Robert W. Rounsaville, head of the group, said six of the major market stations will be programmed to Negroes but WQXI Atlanta, headquarters station, will continue its music-news-sports policy plus exclusive Atlanta Crackers baseball and high school football coverage.

Besides the three outlets mentioned, the group includes WCIN Cincinnati; WLOU Louisville; WOBS Jacksonville, Fla.; WMBM Miami Beach. Mr. Rounsaville holds permits for WATL-TV Atlanta; WQXN-TV Cincinnati and WQXL-TV Louisville. He first entered radio in 1941 by building WGAA Cedartown, Ga.

Besides acquiring WSOK and WIOK, Mr. Rounsaville last week sold WBAC Cleveland, Tenn., for almost $150,000 to a group headed by Thad F. Fitch, WBAC manager, and Walter Kile, Cleveland businessman. Some months ago he sold WBEJ Elizabethton, Tenn., to local interests for $100,000. Early in the summer he had applied for a 10 kw station on 1010 kc in Tampa.

CHANNEL 5

WKRG TV

MOBILE

DOMINATES

GULF COAST

ALABAMA
MISSISSIPPI
& FLORIDA

WHERE:

a million people spend
a billion $. They look &
listen day & night to
WKRG-TV
with its CBS-ABC &
film shows. Local live
wrestling—the nations
best cooking show—the
best news show in the
world (or any other place)
Good Kid shows
WKRG is GOOD
GOOD
GOOD

CBS

CHANNEL
WKRG-TV 5
Avery Knodel

Swezey Defends Right Of Radio-Tv in Court

THE IMPORTANCE—in point of public service as well as fairness—of allowing radio-tv to cover legislative and judicial proceedings on a par with the rest of the press was emphasized by Robert D. Swezey of WDSU-AM-FM-TV New Orleans, chairman of NARTB's Freedom of Information Committee, in a panel session on municipally-owned WNYC New York a fortnight ago.

Most of the half-hour transcribed program was taken by a presentation of opposing points of view by Mr. Swezey and Wayland B. Cedarquist, attorney and former member of the board of managers of the Chicago Bar Assn. Other participants were Jacob Sher, associate professor at Northwestern U.'s Medill School of Journalism and also general counsel for the House of Representatives' Subcommittee on Government Information, and James H. McBurney, dean of Northwestern's School of Speech, who was moderator.

Mr. Cedarquist agreed generally with Mr. Swezey that television coverage need not interfere physically with proceedings. He insisted, however, that although the technical facilities may be unobtrusive, the knowledge that a proceeding is being telecast can have important psychological effects on a witness, making it "difficult to get the truth of the matter" and depriving the defendant of a "fair trial."

Mr. Swezey disagreed "completely," arguing that "the minute a witness becomes a witness—becomes actively interested in what he's saying, his answers, his statements, and so forth—he loses completely the feeling of what goes on around him." He also said:

"Let me review with you the purposes for public trials. What are they? The first one, I assume, is to assure there will be a fair proceeding . . . to get away from the inquisition and the star chambers. The second, as I recall, in order of importance, was that the publicity itself would bring forward witnesses that otherwise hadn't been found who might have some valuable information to clear up the case.

"And the third one was to keep the defendant and the witnesses and everybody else pretty close to the truth—that is, if [the witness] were making statements before the public, he would be much more likely to be pretty careful what he said and to be pretty sure that he meant what he said before he made the statement.

"I believe there was a fourth, and that was to assist the judge and the other officials in keeping close to an orderly deportment themselves . . .

"Now, as far as I can see, those . . . are the main historical reasons why we have public hearings and public trials . . . All of these things [contribute] to the fact that television should be in the picture, because this is the greatest publicity medium that we have so far achieved."

WESLEY DUMM (r), president of KSFO, San Francisco Broadcasters Inc., and Robert O. Reynolds, vice president and general manager of KMPC Los Angeles, exchange check and stock certificate completing the $1 million sale of KSFO to Golden West Broadcasters (KMPC) [B•T, June 18].

Two Nebraska Radio Stations Plan to Establish Tv Outlet

TWO Nebraska radio stations—KCOW Alliance and KOLT Scottsbluff—last week announced plans to establish a tv station to serve the northwestern panhandle of that state.

Although complete details have yet to be worked out, the stations said they have been working on the project with an engineering firm for several months and that full information will be available within 30 days. Supervising planning for the proposed outlet are Gene Ackerley, general manager of KCOW, and L. L. Hilliard, owner of KOLT. Both are veteran broadcasters. Present plans call for the formation of a new corporation, Western Nebraska Tv Inc., in which the two stations will be principal stockholders.

WBUF (TV) Begins Campaign To Convert Tv Sets to Uhf

A NEW CAMPAIGN that WBUF (TV) Buffalo hopes will bring tv set uhf conversion farther along the road toward the 100% mark in its coverage area was underway last week, coincident with WBUF's carrying the full NBC-TV schedule.

"Project 17," as the station calls the campaign, is using every promotional, merchandising, advertising, publicity, technical and civic means at its disposal, according to General Manager Charles C. Bevis Jr. The promotional group at the station will keep close tabs on Buffalo business enterprises that sell or install necessary equipment to make tv receivers capable of carrying WBUF programs.

Describing the operation as having "mobility and speed of a military action," Mr. Bevis said the team handling "Project 17" will be headed by Robert Fillmore, manager of advertising and promotion at the station; assisted by H. W. Shepard, director of special projects, NBC-owned stations, and will include specialists in advertising, merchandising, promotion and publicity, as well as advisory services of NBC technicians, statisticians and fiscal experts.

A 53% increase in the number of metropolitan Buffalo homes equipped to receive uhf telecasts in the first six months of operation by WBUF has been claimed by Mr. Bevis.

According to Mr. Bevis, an estimate as of July 1 showed 160,160 uhf-equipped sets, or 47.5% of the tv homes in metropolitan Buffalo. This estimate, he noted, was projected from a study W. R. Simmons & Assoc. made for the ch. 17 station in March and supplemented by estimates taken from local distributors, the local power company and other sources. WBUF counted 105,000 uhf-equipped tv sets in the area on Jan. 1 and 124,000 by March. Between March and July, the volume rose by more than 29%.

WVCG Now Broadcasting From New $75,000 Studios

WVCG Coral Gables ("South Florida's Good Music Station"), now is broadcasting from its new $75,000 building. George W. Thorpe, president and general manager, said the move was made without a break in broadcasting continuity.

The new facilities occupy more than 3,000 sq. ft. and feature duplicate control rooms, employe lounge and a large studio. WVCG went on the air Feb. 18, 1948, and broadcasts with 1 kw on 1070 kc.

KDUB-TV Gets Court Access

FIRST tv access to a West Texas district court was obtained Aug. 10 by KDUB-TV Lubbock when Duncan Ellison, news editor, was permitted to take films in a forgery trial. The coverage was put on the air shortly after the pickup. W. D. Rogers, KDUB-TV president, and other media representatives had petitioned Judge Robert Bean for the coverage rights. Counsel for both sides agreed to the telecast.

To Manage KIDO-AM-TV

GEORGIA M. DAVIDSON, president and principal owner of KIDO Inc., will assume full management of KIDO-AM-TV Boise, Idaho, upon the departure of Walter E. Wagstaff, present manager, who is to assume managership of KGW-TV Portland, Ore., the middle of September [B•T, Aug. 13].

What Are Pittsburgh's Working Hours?

ASK YOUR COLONEL

Factory shifts, office hours, and school hours are just a few of the facts your Colonel has assembled for Pittsburgh . . . and for 23 other markets he represents.

PGW TELEVISION SALES

WQAM Miami officially changed ownership a fortnight ago as Mid-Continent Broadcasting Co. took over the former *Miami Herald* station. Here James L. Knight (r), *Herald* general manager, transfers stock to Todd Storz, president of the Mid-Continent stations.

Jack Sandler Appointed WQAM Miami Manager

JACK SANDLER, longtime Mid-Continent Broadcasting Co. employe, has been appointed general manager of the company's recently-acquired WQAM Miami.

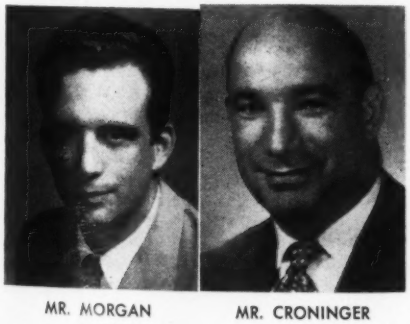
MR. SANDLER

Mr. Sandler began his career with Mid-Continent as sportscaster at KOWH Omaha, later took on duties of salesman and last year was named sales manager of the station.

His duties at KOWH will be assumed by Ed Morgan, a familiar name on the Omaha radio scene and a KOWH salesman at the time of his appointment.

Dave Croninger has been named program director at WQAM. He joined the Storz group at WHB Kansas City as disc jockey and later became program director of WTIX New Orleans.

In addition to the stations mentioned, Mid-Continent owns WDGY Minneapolis-St. Paul.



MR. MORGAN MR. CRONINGER

WWJ Marks 36th Year

WWJ Detroit will mark its 36th year of broadcasting today (Monday). The station began experimental programs Aug. 20, 1920, with a 20 w transmitter built by Dr. Lee De Forest. Edwin K. Wheeler is WWJ general manager and Robert J. McIntosh is station manager.

Quad-City Telecasting Corp. Formed, Seeks Video Outlet

FORMATION of the Quad-City Telecasting Corp. for the purpose of providing an additional telecasting facility in the quad-city area of Rock Island, Davenport, Moline and East Moline, Ill., has been announced by Glenn L. Seydel, president of the group. Other officers are G. LaVerne Flambo, majority stockholder of WQUA Moline, vice president, and Clarence J. Bendle, treasurer.

Mr. Seydel said the group is interested in filing an application for a tv station on ch. 8 in Rock Island, if and when the FCC's proposed rule-making to delete ch. 8 from Peoria and assign it to Rock Island is finalized. The Commission has granted Peoria ch. 8 to WIRL Peoria, but construction has been prohibited until completion of the rule-making proceeding.

WCJB-TV Minot Planning To Build 1,070 Ft. Tower

KCJB-TV Minot, N. D., has completed plans to construct a 1,070 ft. tower and to increase ERP to 65 kw, it has been announced by John W. Boler, president of the North Dakota Broadcasting Co., station's licensee. An application requesting the change has been filed at the FCC.

The new tower will be located in an area southwest of Minot and will be one of the two tallest in North Dakota, second only to the 1,085 ft. tower of KXJB-TV Valley City, N. D., also operated by the North Dakota Broadcasting Co. Ch. 13 KCJB-TV is a primary CBS affiliate.

MBS Outlet KRDG Starts

NEW Mutual-Don Lee affiliate, KRDG Redding, Calif., began operation Aug. 1 on 1230 kc with 250 w fulltime, it was announced last week by Howard N. Martineau, general manager. Operator is Redding Broadcasting Co., 1214 Locust St. Telephone is Redding 5451. Reinard W. Brandley is associated with Mr. Martineau in ownership of KRDG. Lynn Olson is chief engineer and Edith Martineau is program director.

WBAT Sold for $140,000

SALE of WBAT Marion, Ind., from Marion Radio Corp. (John L. Ramp) to Central Broadcasting Corp. (WKBV Richmond, Ind.) for $140,000, was announced last week by Allen Kander & Co., broker negotiating the sale. The sale is subject to approval by the FCC. WBAT (1400 kc, 250 w) began operation in 1947 and is a CBS affiliate. Lester G. Spencer, general manager of WKBV, also will manage WBAT.

WLW Foundation Reactivated

THE WLW Consumer Foundation—made up of several hundred radio families in the Cincinnati-Columbus, Ohio, area who pre-test advertised products—will be reactivated in the fall by the Crosley station. The testing panel, which actually used products in the home before WLW accepted them for radio advertising use, has been inactive the past few years. The reactivation move, according to WLW, is because of the "rejuvenation of radio programming . . ."

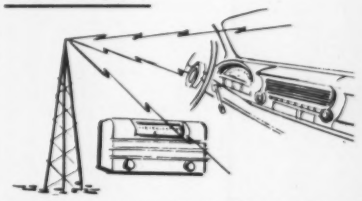
IN BUFFALO

MOVE the GOODS with WBNY

2 in 1

SUPER MERCHANDISING PLAN

THE BUY!



* 30 one minute SPOTS WEEKLY ON WBNY AM . . . concentrated coverage that brings results for a long list of top national advertisers.

THE BONUS!

★ Bi-weekly reports on yours and your competitor's shelf space in 100 super markets.

★ 12 FM spots also aired into 100 supers every week.

★ 100 guaranteed one week displays in supers every 13 weeks.

Only Restriction! One Product Each Classification . . .

Hurry Contact

BURKE-STUART
National Representatives

CHECK PULSE . . . WE'RE . . . UP . . . UP

Fred Nahas New President Of Shamrock Broadcasting

FRED NAHAS has been appointed president of Shamrock Broadcasting Co., which operates KXYZ Houston, Tex., it was announced by Glenn McCarthy, chairman of the board.

MR. NAHAS

Mr. Nahas has been associated with KXYZ since 1948, when he joined the station as executive vice president and general manager. In the early days of television, Mr. Nahas was appointed by Broadcast Music Inc. to make a series of speeches throughout the nation on the unusual promotions used by KXYZ during the difficult period.

Mayer Receiver for WTOM-TV

APPOINTMENT of John Mayer of Detroit as temporary receiver of ch. 54 WTOM-TV Lansing, Mich., has been announced. The station, which is under the managership of L. G. Christian Jr., has $115,000 in liabilities. Mr. Christian said a Boston investment firm was interested in helping reorganize the licensee and that creditors would be paid in full after reorganization. The station is remaining on the air.

KPOK Names Leon to Sales

IRVING S. LEON has been named director of sales and service of KPOK Scottsdale, Ariz., according to President Dick Gilbert. The station is still under construction. Ariz. Gov. Ernest W. McFarland and other state and local dignitaries took part in recent ceremonies lighting KPOK's 210-ft. tower. For the past three years, Mr. Leon has been an account executive for KTYL Mesa, Ariz.

KAIR Tucson Names Grant

KAIR Tucson, Ariz., has named W. S. Grant Co. as national representative and announced plans to go on the air Aug. 25. The station is owned by Pima Broadcasting Co. Charles Cowling is vice president and general manager.

KOLO-TV Reno, Nev., Begins Increased Power Operations

KOLO-TV Reno, Nev., ch. 8, has begun operating from a new transmitter site atop 10,120 ft. Slide Mt., 15 miles southwest of Reno. With new 11.7 kw effective radiated power from a 2,920-ft. antenna height (above average terrain), the Reno outlet has gained a 50% increase in viewers (from 21,750 to 33,500), according to Harry Huey, general manager. The station will secure CBS network programs from KPIX (TV) San Francisco and NBC programs from KCRA-TV Sacramento, Calif., via its own off-the-air relay system. ABC affiliation is for film. The transmitter can be reached in winter via ski-lift and motorized sled.

WSYE-TV Target Sept. 15

WSYE-TV Elmira, N. Y., has set a Sept. 15 target date, according to E. R. Vadeboncoeur, president of WSYR-AM-TV Syracuse (Central New York Broadcasting Corp., which owns WSYE-TV). All transmitting and control equipment has been installed for the ch. 18 outlet with the exception of the antenna, which is slated for delivery in early September. Supervising technical operations are Albert Eicholzer and Francis Thisse, WSYR-AM-TV chief engineer and assistant, respectively.

REPRESENTATIVE APPOINTMENTS

WGMS-AM-FM Washington names Adam Young Inc., N. Y. Station recently was purchased by RKO Teleradio Pictures Inc.

KYA San Francisco appoints McGavren-Quinn Co. L. A. representative. Station maintains its own N. Y. office.

WTAO Boston names Richard O'Connell Inc., N. Y.

REPRESENTATIVE PEOPLE

Ralph C. Kelley, formerly vice president in charge of Chicago office of The Walker Co., radio-tv representative, to John Cockerell, Inc., media representative, same city, as vice president.

Fred L. Nettere, time and space salesman, formerly with The Katz Agency, to similar post with NBC-TV Spot Sales, N. Y.

Raymond C. Simms, assistant manager, NBC radio sales development, and former media director, Erwin, Wasey & Co., N. Y., to H-R Television Inc., N. Y., in executive sales capacity.

Warren Shuman, sales staff, XEO and XEOR Matamoros, Mexico, to National Times Sales, N. Y., as salesman.

Tom Buchanan to Everett-McKinney Inc., N. Y., as account executive.

STATION PEOPLE

Robert Mulhall, operations manager, WOI-AM-TV Ames, Iowa, named general manager. **James H. Davis,** educational supervisor, WOI-TV, to associate general manager of WOI-AM-TV and program supervisor of WOI-TV.

Leo Rosen, general manager, WPTR Albany, N. Y., resigned.

E. R. Morrison, regional sales staff, KFAB Omaha, appointed sales manager. **Connie Kostel,** John Goodsell Adv. Agency, to KFAB continuity department.

MR. MORRISON

James J. Kilian, public service director, WAAM (TV) Baltimore, named program manager.

Jack Morris, news director, KTVX (TV) Tulsa, Okla., named to additional post of director of public relations and special events.

Donn E. Winther, assistant promotion manager and merchandising representative, WNBF-AM-TV Binghamton, N. Y., to promotion manager.

Bruce E. Flaherty, radio-tv director of the station, to assistant program director.

Edward Hearn, sales staff, WCAO Baltimore, named sales manager of WTOW Towson, Md.

MR. HEARN

A. Abbott Coblentz, sales staff, WNEB Worcester, Mass., to commercial manager of WORC Worcester, Mass.

Howard Kester, WADS Ansonia, Conn., named commercial manager.

Edwin Charles, sales representative, WOL Washington, named local sales manager.

David L. Miller, Gallagher-Delisser Inc., N. Y., publication representative, to KYW Cleveland as national sales coordinator.

Gene Barlow, sales department, KMED Medford, Ore., named local sales manager.

Charles R. Maillet, production manager, WRNL Richmond, Va., appointed program director.

John L. Hutchinson Jr., executive producer, WBEN-TV Buffalo, N. Y., promoted to sales staff.

MR. BARLOW

Jean McDonough, assistant music director and music librarian,

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati — Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

WBZ Boston, to assistant public service and education director.

MR. FILLMORE

Robert A. Fillmore manager of advertising and promotion of NBC-owned WRCV Philadelphia, transferred to WBUF (TV) Buffalo, also NBC outlet, in same capacity.

Rodric Smith, auditor, KEX Portland, Ore., Westinghouse Broadcasting Co. station, named by WBC to post of auditor at KPIX (TV) San Francisco. Succeeding Mr. Smith in Portland is **James R. Melinder,** former assistant auditor at San Francisco station.

William Martin, formerly assistant to Edgar Bergen, CBS, to KTLA (TV) Hollywood as talent director.

Wade St. Clair, assistant program manager, WBT Charlotte, N. C., to station sales staff. **Doug Bell,** program director, WSOC Charlotte, to assistant program manager at WBT.

Thomas M. Smart, Idaho representative, Ballard & Carter, electronics supply firm, to KDYL Salt Lake City as account executive.

Joseph M. Tasker Jr., announcer-newscaster, WKNB (TV) New Britain, Conn., named music director at station's West Hartford studios.

Jim Patterson, formerly producer-director of *Panorama Pacific,* CBS Television Pacific Network, to KRCA (TV) Los Angeles as executive producer.

Craig Harrison, California radio veteran, to KCBS San Francisco as Housewives' Protective League director succeeding **Lee Adams,** now at WLW Cincinnati. **Clifford Trotter,** salesman, KJBS San Francisco, to KCBS as account executive.

Clifton Utley, NBC commentator, to return to regular newscasting duties at WMAQ Chicago Sept. 3, ending absence of three years spent recuperating from heart ailment. He replaces **Austin Kiplinger,** leaving to join his father's Kiplinger Letters, Washington.

Michael Stanley, news director, WJOC Jamestown, N. Y., to WCOJ Coatsville, Pa., in same capacity.

"When KRIZ Phoenix plays those hot tunes, Officer, I prefer to play safe!"

Orville C. Schumacher, formerly on WLS Chicago staff, to KCAL Redlands, Calif., as news and sports director replacing **Bill Paterson,** resigned to join sheriff's office in San Bernardino County.

Cal Stewart, disc jockey, WOWO Fort Wayne, Ind., named director of news and special events. **Jack E. Underwood,** program director of Jackson, Mich., radio station, to WOWO as disc jockey succeeding Mr. Stewart.

Dorothy Munster Trantow, traffic manager, WFNC-AM-FM Fayetteville, N. C., promoted to assistant continuity director, succeeding **Janet Phinney,** resigned. **Carol Lofink** named traffic manager. Mrs. Trantow formerly was on N. Y. advertising staff of B•T.

Jack Laflin, former sports director, WSSV Petersburg, Va., to KOCY Oklahoma City on news-sports staff.

Clifford Geiselman, Holdrege, Neb., farmer, to engineering staff, KHOL-TV Kearney, Neb. **William V. Ranker** and **Lee Will,** graduates of Central Technical Institute, Kansas City, Mo., also to KHOL-TV as engineers.

John Morgan, singer, to KTVW (TV) Seattle-Tacoma, Wash., for late night shows succeeding **Al Brightman,** assigned to teenage show resuming next month.

Richard Lyon, faculty member, U. of Connecticut, Mansfield, to WDRC Hartford, Conn., as parttime summer announcer.

Herb Sheldon, personality on WRCA-TV New York, signed by WABD (TV) New York for series of programs to begin this fall. He will continue his WRCA-TV show.

Graduates of Northwest Radio & Television School who have taken station positions: **Bill Larsen** to WDAY-TV Fargo, N. D.; **Jack Warren,** KBAM Longview, Wash., announcer-salesman; **George Pfau,** KLCB Libby, Mont., announcer; **Robert Ticen,** KXLF-TV Butte, Mont., film department; **John Pearman** and **Nathan Morgan,** WPKE Pikesville, Ky., announcers; **Vern Wright,** KODL The Dalles, Ore., combination man; **Don Brubaker,** KLXQ-TV Bozeman, Mont.; **Carlene Miller,** WCYB-TV Bristol, Va., and **Charles McCormick** to WJEH Gallipolis, Ohio.

Charles W. Shevland, film editor, KPTV (TV) Portland, Ore., named film director, succeeding **Dick Norman,** resigned to join Pictures Inc., Anchorage, Alaska.

Paul Gribben, Phoenix, Ariz., radio personality, to KOOL there for daily news program.

Dick McMahon, recent high school graduate, to announcing staff of KLZ Denver.

Jim Gibbs, news staff, WFAA-TV Dallas, Tex., appointed assistant news director.

Chris Trull, Fuchs, Zemp & Celander, St. Petersburg, Fla., advertising agency, to WSUN-TV there as director.

Jack Barry, free-lance radio personality, to staff of WPEN Philadelphia for evening show and news, succeeding **Fred Bennett,** resigned to join Voice of America. **Jules Rind** assigned to morning news and **Bill Smith** to night.

The Rev. John E. Sjauken, pastor of St. John & St. Peter Lutheran Church, Syracuse, and conductor of *Tell Us a Story* on WSYR-TV there for five years, leaving for pastorate in Fort Wayne, Ind.

Thomas E. Baxendell Jr. to technical staff of WTVH (TV) Peoria, Ill.

Bill Bolling, WWIN Baltimore, to WAYE Dundalk, Md.

DUAL CYLINDER STENCIL DUPLICATOR

Prints With Paste Ink Through a Silk Screen

The *Gestetner* will reproduce illustrations, ruled forms, hand lettered signs, etc. . . . *and in color, too!* You will marvel at the automatic controls . . . the hushed, smooth performance . . . the spotlessly clean operation. *Gestetner* is stencil duplicating modernized along the lines of the modern printing press . . . yet costing no more than conventional duplicators. Your *Gestetner* will quickly pay for itself out of its extraordinary savings . . . !

Gestetner

World's First and Foremost Manufacturer of Duplicating Equipment . . . Since 1881

Simply snap the ink tube into position . . . that's all. Automatic controls take over. No pads, no brushes, no cans, no leakages . . .

Dual cylinder system. Printer's style paste ink is processed through a silk screen for finer stencil work. No liquid inks to drip or leak.

Coast to Coast Sales and Service

GESTETNER DUPLICATOR CORPORATION
216 Lake Avenue, Dept. 128, Yonkers, N. Y.

Please send descriptive literature and specimens

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____

Eddie Hubbard, disc jockey at WIND Chicago, signed by WGN-AM-TV same city to exclusive contract effective Sept. 1.

Ruth Welles, women's commentator, WRCV Philadelphia, retired after 16 years with station.

Howard K. Martin, executive vice president, WALA-AM-TV Mobile, Ala., died Aug. 11. He had been in ill health for past year.

Bellum Miller Jr., 57, engineer for WOL Washington for 25 years, died Aug. 13 of pneumonia.

Mrs. Nonie Kaufman, wife of RKO Teleradio executive, Arnold Kaufman, died Aug. 14 following long illness.

Lois Bannerman, harpist on *Ted Steele Show,* WOR New York, married to John Lawson Senior Jr., August 11.

Bob Brooke, assistant film director, KHOL-TV Kearney, Neb., married Delores Ann Thomas, Aug. 10.

Gordon E. Clark, 39, radio transmitter engineer, KLZ Denver, killed by lightning July 26.

Alfred B. Shaeffer, sales manager, KDAY Santa Monica, Calif., father of girl, Debra Ilene, July 18.

Thomas V. Belcher, director, KRCA (TV) Los Angeles, father of boy, Eric, July 20.

Bill Jones, 46, morning personality, KLZ Denver, died Aug. 3 of heart attack.

Larry Eisenberg, publicity staff, WABD (TV) New York, father of girl, Mindy Ellen, Aug. 3.

Ford Youngs, floorman-cameraman, KOA-TV Denver, father of boy, James Michael.

How Many Service Stations In San Francisco?

ASK YOUR COLONEL

If the number of outlets for Tires, Batteries and Accessories is not important to you . . . food stores might be. Your Colonel has that information too . . . in 24 markets.

PGW TELEVISION SALES

KSAN-AM-TV San Francisco's new $500,000 radio and television center is located in the heart of the California city, at 1111 Market St. The four-story, modern structure was purchased last month. It has 24,000 sq. ft. of studio and office space, which will be utilized in "immediately establishing television programs of greater interest to the overall public," according to officials of the tv station.

Paul Hayes, news director, WSUN-AM-TV St. Petersburg, Fla., married Joan Rawlings, Aug. 4.

M. Robert Rogers, former president of WGMS Washington and now consultant to new licensee RKO Teleradio Pictures Inc., on leave from station duties to serve as executive director of Committee of the Arts & Sciences for Eisenhower, recently established in Washington.

Robert Ney, news film director, WTRF-TV Wheeling, W. Va., elected president of Bellaire, Ohio, Lions Club.

Johnny Andrews, WRCA-AM-TV New York personality, named chairman, Jewish Chronic Disease Hospital Month in New York.

Clyde R. Spitzner, commercial manager, WIP **Philadelphia,** elected chairman of board of trustees, Charles Morris Price School of Advertising & Journalism, Phila.

Paul Barselow, continuity director, KDAY Santa Monica, Calif., to appear in *Highway Patrol* film series produced by Ziv Television Programs.

Ed Kabernagel, sales department, WBAL-TV Baltimore, elected to board of directors, Travelers Auxiliary of Md. Pharmaceutical Assn., representing, station says, first radio-tv member to be so recognized by TAMPA.

Gunnar Back, news director, WFIL-TV Philadelphia, to be represented in Mass Communications Exhibit of Wisconsin State Historical Society, Madison. His collected papers, including transcripts of World War II and Washington reports will be incorporated along with work of **H. V. Kaltenborn, Elmer Davis** and **Morgan Beatty.**

Lee Segall, originator of radio's *Doctor I. Q.* program of the 'forties, now chairman of board of KIXL Dallas, Tex., has announced he will produce new Broadway musical, "Living It Up." Book is by Ted Farah and Charles Heidt, music by Alex Alstone and lyrics by James Kennedy. Production date was not announced.

WIBW-AM-TV Sets Grant

WIBW-AM-TV Topeka, Kan., has set up a $250 scholarship at Kansas State College, Manhattan, Kan., it was announced last week by James A. McCain, the college's president. The scholarship is to be awarded annually to an outstanding student with strong interests in radio, television and agriculture.

WHYY-FM-TV Moves Offices

WHYY-FM-TV, Philadelphia educational outlets, have moved their staff and offices into the former WCAU building at 1622 Chestnut Street, and the fm studio will be relocated there within the next few weeks. WHYY-TV is scheduled to go on the air in October.

EDUCATION SHORTS

WMTW (TV) Poland Spring, Me., Sept. 8 will begin second in series of educational tv programs for teachers' college credit. Course, titled *Faiths of Other Lands,* will be taught by Dr. J. Seelye Bixler, president of Colby College, Waterville, Me. Earlier this year, more than 100 persons participated in first tv course for teachers when U. of New Hampshire's Prof. Jonathan Karas gave *Introduction to the Atom.* Courses are accredited by state education departments of Maine, Vermont and New Hampshire.

WKAR-TV East Lansing, Mich., education station, is producing for U. S. Armed Forces Institute series of filmed history lectures. Station is working on two 20-program series under supervision of Dr. Charles J. McIntyre, educational tv chief for Office of Armed Forces Information and Education. Films will be run over about 20 armed forces tv stations, shown at military bases and in classes.

EDUCATION PEOPLE

Henry H. Mamet, station manager, KRMA-TV Denver, education station, resigned. He has not announced future plans.

R. C. Norris, radio-tv production manager, State College of Washington, to U. of Texas, Austin, as radio production supervisor.

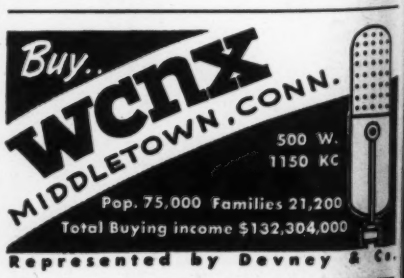
John Buckstaff appointed radio-tv director at Illinois Institute of Technology.

Ted Gershuny, producer-director, and **Charles Werner,** auditor, at WTTW (TV) Chicago, educational station, into armed services.

William J. McCarter, WFIL-TV Philadelphia, to WHYY-TV, education station there, as production manager.

Raymond S. Hill, associate professor of speech and drama, Southwestern College, Memphis, appointed coordinator of mass media. In new post he will write and produce tv shows for broadcast on education station WKNO-TV Memphis.

Mrs. Gilbert Love and **Mrs. Nixon Brewer** to community relations department of WQED (TV) Pittsburgh, Pa.



U.S. PROGRAMS DOMINATE CBC'S FALL TV SCHEDULE

Dominion viewers, however, will see one Canadian-produced show each evening, with largest number of such productions on Saturdays.

AMERICAN network and film programs dominate the Canadian Broadcasting Corp. television network schedule for this fall and winter. But at least one Canadian-produced tv show will be seen each evening, with greatest number on Saturday night.

New on Canadian tv this fall will be a Canadian-produced one-hour festival-type show for Chrysler Corp. of Canada (through McCann-Erickson, Toronto). This will be a six time feature with outstanding international musical concert talent on Wednesdays from 10 to 11 p.m. Among stars booked for this show are Mario Lanza, Harry Bellafonte, Gisele Mackenzie, Alex Templeton, Jose Greco and Nanette Fabray.

Also new this year will be the *Perry Como Show* from NBC on Saturday evenings, with five sponsors, RCA-Victor (through Kenyon & Eckhardt, Toronto), Canadian Cellucotton Products (Kleenex) (through Spitzer & Mills Ltd., Toronto), Ogilvie Flour Mills Co. Ltd. (through H. F. Stanfield, Montreal), Lever Bros. Ltd. (through J. Walter Thompson Co., Toronto), Noxema Chemical Co. of Canada (through MacLaren Adv., Toronto), and Simmons Ltd. (through Cockfield, Brown & Co., Toronto).

New U. S. Film Shows

New U. S. film shows this fall will include on Saturday evening for Nestle's Canada Ltd. (through Cockfield, Brown & Co., Toronto) *Oh Susannah!;* on Friday evening for Campbell Soups of Canada (through Cockfield, Brown & Co., Toronto) *On Trial;* and on Tuesday evening for Sheaffer Pen Co. of Canada (through H. F. Stanfield, Toronto) *The Brothers.*

A number of programs seen on kinescope recording last year from U. S. networks will be carried live this season. These include for Kraft Food of Canada (through J. Walter Thompson Co., Montreal) *Kraft Tv Theatre;* for Chrysler Corp. of Canada (through McCann-Erickson, Toronto) *Climax;* and *Disneyland* at same time as on U. S. networks for Courtaulds Ltd., Montreal (direct), American Motors Corp. of Canada (Nash cars) (through McKim Adv. Ltd., Toronto), and Swift Canadian Co. (through McCann-Erickson, Toronto).

Other network shows scheduled include on Sunday for Prudential Life Insurance Co. of America (through Harry E. Foster, Toronto) *You Are There;* for Colgate-Palmolive of Canada and Walter N. Lowney Ltd. (through Harry E. Foster, Toronto) *Lassie; Burns & Allen* for B. F. Goodrich of Canada (through Harry E. Foster, Toronto); *Father Knows Best,* for Imperial Tobacco Co. (through McKim Adv. Ltd., Toronto) and Dupont Co. of Canada (through Vickers & Benson, Montreal); *Our Miss Brooks* for General Foods (through Baker Adv. Ltd., Toronto); *Ed Sullivan Show* for Ford Motor Co. of Canada (through Cockfield, Brown & Co., Toronto); *All-Star Theatre* for Singer Sewing Machine Co. of Canada, and Bristol-Myers Co. of Canada (through Young & Rubicam, Toronto); and *Showtime,* a Canadian variety

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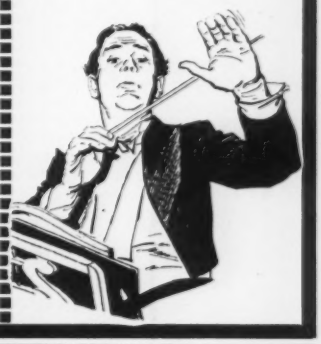

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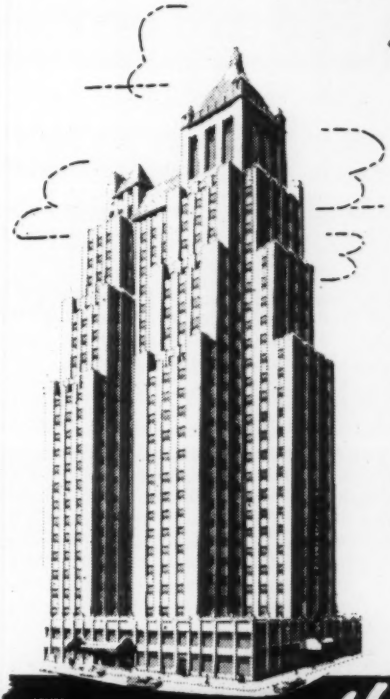

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show, for Canadian General Electric (through MacLaren Adv. Ltd., Toronto).

Daily, Monday through Friday, a number of advertisers sponsor a Canadian version of the *Howdy-Doody Show* each afternoon. Monday also sees in the evening *The Millionaire* for Colgate-Palmolive of Canada (through Spitzer & Mills, Toronto); *Producers Showcase*, once monthly, for RCA-Victor of Canada (through Kenyon & Eckhardt, Toronto); *I Love Lucy* for McColl Frontenac Oil Ltd. (through Ronalds Adv. Agency, Montreal) and H. J. Heinz & Co. (through MacLaren Adv. Ltd., Toronto); *Denny Vaughan Show*, a Canadian production, for Lever Bros. of Canada (through Young & Rubicam, Toronto), and *Studio One* for Canadian Westinghouse (through S. W. Caldwell Ltd., Toronto).

Tuesday evenings see telecasts of *Big Town* for Lever Bros. Ltd. (through J. Walter Thompson Ltd., Toronto); *Chevy Show*, alternate weeks, for General Motors of Canada (through MacLaren Adv. Ltd., Toronto); *Dragnet* for S. C. Johnson & Son of Canada (through Needham, Louis & Brorby, Toronto) and General Foods (through Baker Adv. Ltd., Toronto), and *Pick the Stars*, a Canadian talent hunt show, for Canada Packers Ltd. (through Cockfield, Brown & Co., Toronto).

Wednesday afternoons Kellogg Co. of Canada (through Leo Burnett, Toronto) shows *Rin-Tin-Tin*, and in the evenings, in addition to new shows mentioned, *Cross Canada Hit Parade*, a Canadian show, is telecast for Standard Brands Ltd. (through MacLaren Adv. Ltd., Montreal) and Procter & Gamble of Canada (through Benton & Bowles, Toronto).

'Lone Ranger' Rides in Canada

Thursday for the children there is *The Lone Ranger*, for General Mills of Canada (through E. W. Reynolds, Toronto) and Nestle's Canada Ltd. (through Cockfield, Brown & Co., Toronto) and in the evening Jane Wyman's *Fireside Theatre* for Procter & Gamble of Canada (through Compton Adv., Toronto), and *Jackie Rae Show*, a Canadian variety show, for Sunbeam of Canada (through Vickers & Benson, Toronto) and Nestle's Canada Ltd. (through Cockfield, Brown & Co., Toronto).

Friday late afternoon will see *Roy Rogers* for General Foods of Canada (through McConnell-Eastman, Toronto) and in the evening *The Plouffe Family*, a French-Canadian English-language show, for Colgate-Palmolive of Canada (through Spitzer & Mills, Toronto); *Country Hoedown*, a Canadian show, for Procter & Gamble of Canada and Robin Hood Flour Mills (through Young & Rubicam, Toronto); *Cavalcade of Sports* for Gillette Safety Razor of Canada (through Maxon Inc., New York), and *Jim Coleman Show*, a Canadian sports show, for Tuckett Tobacco Ltd. (through MacLaren Adv. Ltd., Toronto).

Saturday late afternoon the youngsters see *Wild Bill Hickock* for Kellogg Co. of Canada (through Leo Burnett, Toronto) and adults see *Mr. Fix-It*, a Canadian handyman show, for Flo-Glaze Paints (through Locke, Johnston, Toronto); *Holiday Ranch*, a Canadian variety show, for Adams Brands Sales (Baker Adv. Ltd., Toronto) and Nabisco Foods Ltd. (through MacLaren Adv. Ltd., Toronto); *NHL Hockey*, a Canadian play-by-play hockey game, for Imperial Oil Ltd. (through MacLaren Adv. Ltd., Toronto), and *King Whyte*, a Canadian sports show, for Whitehall Pharmacal of Canada (through Young & Rubicam, Toronto).

Because there is only one tv station in each Canadian city, except language stations in Montreal and Ottawa, U. S. network competitive shows will not appear in Canada. This situation is not expected to be corrected for some time to come, and Canadian advertisers with parent companies in the United States, on competitive network shows can only count on advertising value in border areas where U. S. stations can be tuned in by Canadian audiences. A case in point is the Saturday 8 p.m. spot, which the *Jackie Gleason Show* has held for several years on Canadian stations. This will now be occupied by the *Perry Como Show*.

Canadian Tv Set Sales Down, But Radio Set Sales Increase

SALES of television sets to dealers in Canada in the first half of 1956 lagged behind sales in the similar 1955 period, but sales of radio sets were higher, the Radio-Electronics-Television Manufacturers Assn. of Canada has reported.

Sales of tv sets in first half of 1956 amounted to 216,196 units, compared to 245,917 in the same period last year. Total radio set sales were 243,271 in the January-June 1956 period, compared to 217,121 in the 1955 period, but sales in June were down from 42,439 sets in 1955 to 37,245 in June 1956.

Four Dominion Stations Issue New Rate Schedules

NEW RATE CARDS have been released by CKRS-AM-TV Jonquierre, Que.; CKBL Matane, Que., and CJOR Vancouver, B. C.

New rates for CKRS became effective Aug. 1, with Class A charges of $7 for 15 seconds to $37 for a half-hour. CKRS-TV's new rate card is effective Oct. 1, with Class A rates from $250 for one hour to $25 for eight seconds announcement.

CKBL's new rates are effective Jan. 1, and features Class A one hour at $70 with $8 for 15 seconds announcement.

CJOR's new rate card goes into use on Sept. 1, ranges from $115 for one hour of Class A time to $14 for 15 seconds announcement.

German Tv Set Sales Off

TV SET SALES have slowed down unexpectedly in West Germany. Total number of licensed sets now is increasing at a monthly pace of only 4.4%, with the half-million mark yet to be reached.

A West German newspaper publisher meanwhile protested officially against a mixture of commercial and non-commercial programs which is going to be broadcast by existing German stations having a monopoly in radio as well as tv. Newspaper publishers demanded a clear separation of existing non-commercial stations from future independent and privately owned stations. The publisher claims existing quasi-official stations fear independent and private program competition and therefore try to grab commercial tv before private business has a chance to adopt it.

YN-TV Nicaragua Starts

YN-TV, ch. 8, Television de Nicaragua S. A., began telecasting last week with an on-air appearance of the nation's President, Anastasio Somoza. Equipment for YN-TV was provided by RCA International Div., New York, which early last month sent a demonstration team to Nicaragua before receiving the order for full studio facilities and transmitting equipment.

HOW LONDON VIEWING COMPARES TO NEW YORK

COMPARISON OF TOP 15 ONCE-A-WEEK TELEVISION PROGRAMS

New York 17 County Area (By The Pulse, Inc.)			London Tv Area (By Pulse Ltd.)		
		Program Average Rating % June			Program Average Rating % June
Ed Sullivan	Sunday	46.9	Television Playhouse	Thursday	55
$64,000 Question	Tuesday	37.8	Gun Law	Wednesday	51
I Love Lucy	Monday	35.8	London Palladium	Sunday	51
Perry Como	Saturday	33.7	Robin Hood	Sunday	51
Jackie Gleason	Saturday	32.3	Dickie Valentine Show	Saturday	49
This Is Your Life	Wednesday	30.3	Jack Jackson Show	Sunday	49
Caesar's Hour	Monday	30.2	Roy Rogers	Sunday	49
Groucho Marx	Thursday	30.1	Dragnet	Friday	48
$64,000 Challenge	Sunday	30.1	I Love Lucy	Sunday	47
Alfred Hitchcock	Sunday	29.4	My Wildest Dream	Tuesday	47
Person to Person	Friday	29.4	Summer Theatre	Tuesday	47
What's My Line	Sunday	28.8	$64,000 Question	Saturday	45
G.E. Theatre	Sunday	27.9	Stage One	Sunday	45
Dragnet	Thursday	27.8	Comedy Hour—Ice	Thursday	44
Jack Benny	Sunday	27.5	Look In On London	Wednesday	44

Radio Liberation Negotiates Training Program With NBC

NEGOTIATIONS are in progress between Radio Liberation and NBC for the establishment of a radio broadcasting training program for RL employes in cooperation with the network. Present plans call for a series of lectures and demonstrations to RL staffers by Robert Cody, former CBS and ABC newsman and currently with Radio Liberation, and various NBC specialists.

The decision to institute the training course follows a two-month trip by Mr. Cody to RL's European installations, during which he covered the Bulganin-Khrushchev visit to London. One of his recommendations to Radio Liberation was to organize a course of study for employes on latest broadcasting techniques and operations. The training program is set to begin in the fall, using NBC facilities. Radio Liberation is a private organization that broadcasts to the peoples of the Soviet Union.

CCIR Meets in Warsaw

DELEGATES from 32 nations from East and West of the Iron Curtain are presently meeting in Warsaw, Poland, for the eighth CCIR Convention. CCIR is an international organization designed to discuss and arbitrate technical broadcasting matters. The agenda includes adoption of international technical standards, color tv and European frequency troubles.

Europe One May Be Sold

EUROPE ONE, commercial radio station which is located in The Saar, small territory bordering Germany and France, may be sold to the official French Radio Service for a price of 3.3 billion francs, it is reported in Paris. Move may be triggered by the planned return of The Saar to West Germany.

Europe One broadcasts in the French language and reportedly is producing good sales results. Three other possibilities for the future of the commercial station are mentioned: (1) closing down for good, (2) launching of a joint Franco-German private company which would operate the station, (3) switching it to non-commercial operations with the accent on propaganda for European unity.

Britain's Ad Total Given

A TOTAL of 292.9 million pounds was spent last year in Great Britain for advertising, according to Advertising Assn.'s statistics. This is considerably more than the 1954 figure (259.5 million pounds) but less than estimated earlier. There are no specific figures on commercial tv's share but for the first half of 1956 a gross of 3.9 million pounds for ITA programs has been mentioned. List of advertisers using commercial tv in Britain is topped (first six months of 1956) by Shell (91,460 pounds), OMO (69,405 pounds) and Daily Mail (67,835 pounds).

Tv Set Sales Soar in Australia

START of test operations by TCN Sydney, Australia's first tv station, has touched off a "boom" for tv receivers, according to John K. Morton, New South Wales sales manager with Admiral of Australia Ltd., manufacturing subsidiary of Admiral Corp. Station scheduled to begin regular commercial operation about Sept. 15. Two other tv stations in Sydney and three in Melbourne are in varying stages of construction, he reported. The two in Melbourne are expected to be in operation in time for telecast of Olympic Games next November, Mr. Morton said.

INTERNATIONAL SHORT

Jos. A. Hardy & Co. Ltd., Toronto, Ont., station representative firm, has moved to enlarged offices at 19 Richmond St. West, Toronto, with new phone number Empire 3-9433.

INTERNATIONAL PEOPLE

Lt. Col. John N. Bornholdt, U. S. Army Signal Corps, appointed chief of Far East Network, Armed Forces Radio & Television Service Network, Tokyo. He has been Army liaison officer with Senate Preparedness Committee for past year.

Jack Docherty, ABC Network, Australia, to technical staff of CHCT-TV Calgary.

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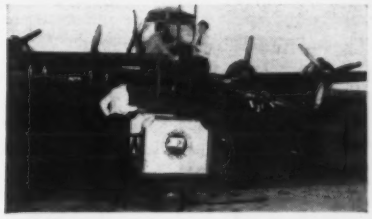

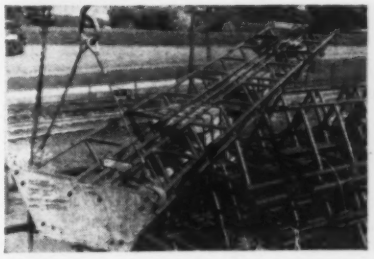

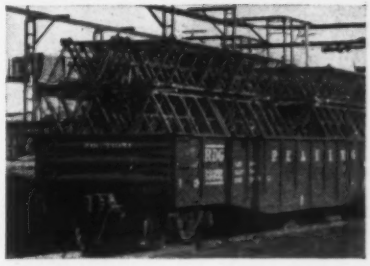

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WORL'S SURPRISE FROM SKIES

LAZING in the sun or dancing by portable radios, Cape Cod's beach visitors got a personal visit from Norm Tulin or Allen Rich, WORL Boston disc jockeys. The pair buzzed the Cape's beaches by plane August 11 to play records and chatter for dancers and sunners below. The regular program (noon-2 p.m.) was broadcast direct from the plane and relayed back to WARL's Boston studios. The station has done other aerial gimmicks of this sort, notably a trip by plane to Nova Scotia to do a record show last year.

HURRICANES INSPIRE WEEI

EXPLOITING radio's identification with the elements, WEEI Boston has sent out hurricane maps with the advice. "To Whip Up a Sales Storm in New England Use WEEI." The map, a carefully detailed account of the eastern seaboard paths of 30 storms between 1951 and 1955, also gives information on hurricane chemistry and sober as well as humorous sidelights on hurricane eccentricities. Sent to advertising agencies, local and national clients, yacht clubs, from New York to Maine, to public and parochial schools, the promotion piece brought in 300 requests for additional maps within a week of release.

WSM TO HOST OPRY FEST

WSM NASHVILLE has gotten plans underway for the station's big disc jockey festival November 9 and 10. This will be the fifth annual festival held to commemorate *Grand Ole Opry's* anniversary. It's the 31st birthday for the country music show, and will be marked by attendance of 2,000 disc jockeys, recording company officials, visiting country artists, music publishers, guest station representatives, and reporters. Last year 1,400 visited Nashville for the event. Festival headquarters will be set up in the Andrew Jackson and Hermitage Hotels. A widely-varied series of meetings, luncheons, receptions and parties have been planned.

WMID UNROLLS LOT OF WIRE

ON completion of the Great Egg Harbor Bridge, WMID Atlantic City, N. J., covering the event, had the telephone company use 10,000 feet of wire and 27 poles to stretch the half mile from end to middle of the bridge, setting a station record for a single remote. Completion of the link in the Garden State Parkway drew crowds of shore travelers and state dignitaries headed by Gov. Robert Meyner who officially opened the bridge.

THAT THE FREE WORLD MAY KNOW

FIRST HAND reports from behind the Iron Curtain and from communist-threatened Laos will be aired on WHBF-AM-TV Rock Island, Ill., and KMOX St. Louis, Mo., respectively, by means of tape recorder and "correspondents" especially-assigned by the stations.

Reporting for WHBF-AM-TV will be the Rev. Kenneth M. Hooe, pastor of Memorial Christian Church, Rock Island, and among 12 clergymen of the Disciples of Christ now traveling through Russia, the Scandinavian countries, Prague, Bucharest, Budapest and East Berlin. He conducts an inspirational program, *We Begin This Day*, on WHBF-AM-TV, and upon his return the stations plan to build his recorded interviews with English-speaking Russians and comments on his travels into a series of programs.

KMOX in September will launch an exclusive series of reports from Laos entitled *That Free Men May Live*, which will be taped in remote mountain villages on the doorstep of Red China by Dr. Thomas Dooley, young St. Louis physician who authored the best-seller, *Deliver Us From Evil*.

The KMOX tapes will be carried down from the mountains by jeep or on foot to Vientiane and then flown to St. Louis and KMOX. A special Christmas broadcast will originate in Hong Kong, where Dr. Dooley will speak to his home city by means of trans-oceanic telephone.

LESLIE C. JOHNSON (r), vice president-general manager of WHBF-AM-TV Rock Island, Ill., examines the tiny tape recorder to be used by the Rev. Kenneth M. Hooe behind the Iron Curtain.

DR. THOMAS DOOLEY (l) talks over final plans for his trip to Laos with KMOX Manager Robert F. Hyland Jr. (c) and Rex Davis, news and public affairs director for the St. Louis station.

WAVE-TV MAILING HAS WALLOP

WAVE-TV Louisville, Ky., is dramatizing the NBC-TV *Steve Allen Show*'s impact on the local viewing scene with its latest promotional mailing—little Louisville Slugger baseball bats autographed by Mr. Allen.

VOTE-RECRUITING SET ON NBC

IMPORTANCE of registration, campaign issues and voting during the current political year will be stressed in a special non-partisan "Get out-and-vote" program on NBC Radio starting Sept. 3. Titled *See You at the Polls*, the special five-minute program will be produced jointly by the network and the American Heritage Foundation. It will be scheduled Monday-Friday, 5:35-5:40 p.m. EDT.

WTMJ-TV ADDS TO ARCHIVES

TV news films with possible historical significance are being supplied by WTMJ-TV Milwaukee to the Wisconsin Historical Society, the station reports. Art Olszyk, WTMJ-TV assistant news director, made a check of the station's newsfilm files, going back eight years ago, and passed along a selection to the society. The news department will send along other selected films as they are developed and used.

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PORTER 'JUBILEE' SCHEDULED

"THE Cole Porter Festival" will lead off the *Ford Star Jubilee* series for the coming season starting Oct. 9 (9:30-11 p.m. EDT), CBS-TV has announced. The series is carried in color every fourth Saturday, sponsored by Ford Motor Co., Dearborn, Mich., through J. Walter Thompson Co. The Porter show will originate live from CBS' Television City in Hollywood with a star cast now being recruited. The network also has announced it has acquired rights to Rod Serling's "Requiem for a Heavyweight" to be presented on *Playhouse 90*, 90-minute dramatic show to go on the air in the fall.

NBC-TV 'TELESCOPE' SET FOR FALL

NBC's public affairs department, which this past season scheduled several teledocumentaries as special programs (including *Antarctica: The Third World* and *Assignment: India*), has announced plans to place such future filmed reports in a regular Sunday afternoon show, tentatively titled *Telescope*. Early programs will deal with "Uncommitted Asian Nations" (excluding India which was covered last season) and the Soviet Union.

KOIN-TV ACCESS WAIT OVER

KOIN-TV Portland, Ore., covered the report of a grand jury in a local vice probe after nine weeks of waiting. Judge Alfred Dobson permitted coverage after inspecting sound film gear. Chuck Foster, KOIN-TV newsman, was first to take silent films in an Oregon courtroom three years ago. He and his wife, Betty, do a daily local film news report. KOIN-TV claims to have been first station to cover sessions of the Legislature.

WGR-TV SEEKS RURAL QUEEN

INITIATION of a "Farm Maid of 1956" promotion—"in no way to be confused with a beauty contest"—was launched this month by WGR-TV Buffalo. Open to farm girls aged 16-21, the winner will be chosen on her participation in community, church and scholastic work, her ability to cook, bake, sew and milk as well as her appearance. Grand prize includes a New York vacation, household appliances, clothes, show tickets and cash.

CITIZENS TOLD ABOUT WCKT (TV)

APPEARANCE of a new picture, that of ch. 7 WCKT (TV) Miami, on area tv sets was heralded by elaborate coverage in the July 29 *Miami Sunday News*. The new Biscayne Television Corp. outlet dominates pages of an entire editorial section and cover of the Amusement supplement, and display ads salute the new station. Operations, local and network personalities, owners and management are introduced in feature stories and art. The firm is owned by the James M. Cox Jr. interests *(Miami News)*, the John S. Knight interests *(Miami Herald)* and Niles Trammell, former chairman of the board of NBC and president of WCKT.

BMI, FCDA COOPERATE ON BOOK

A 15-MINUTE book review of Philip Wylie's *Tomorrow!*—the story of an A-bomb attack in the Middle West—was sent last week to all U. S. radio stations by Broadcast Music Inc. as part of its *Book Parade* program. The review, by Civil Defense Administrator Val Peterson, will be used during the Sept. 9-15 Civil Defense Week, and is being promoted by BMI, stations and the FCDA in letters to state, county and local officials.

GOLDEN MIX, ...that is!

Proof! Before leaving the Detroit market because of a bad sales picture, Golden Mix Pancake Mix decided to run a test spot radio and television campaign for a period of 9 weeks on **CKLW** and **CKLW-TV**. RESULTS? . . . nearly 300% average increase in sales for the entire Detroit area and renewed planning to stay in this lucrative market. Here again, in selling Detroiters, CKLW radio and TV made the difference. Either one, or both, could make the difference in your sales picture, too . . . and at modest cost!

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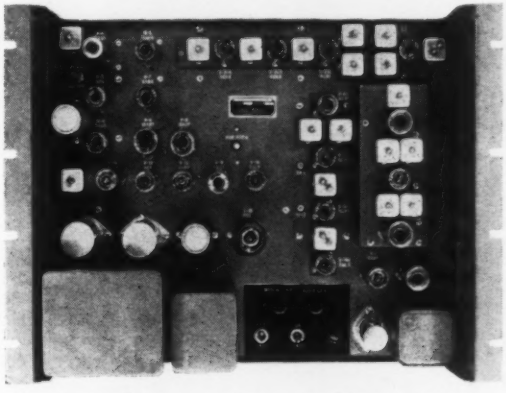
WOAY KLEW KVOO KIDO WGBS WDMJ KVAL WICA KLIX KFXJ CMQ KSTF KTRE KDRO KBES WRTV KIMA WWTV WGLV

KXJB KZTV KFBC WABI KMID KNOX WFLB WNBF WFAM KDLO WKSN KGUL WSPD KVEC WIRI WKBN WGBI WBOC KSBW



TV Rebroadcast Receiver

NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. G-1 For Further Information

When Does The Eagle Fly In Detroit?

ASK YOUR COLONEL

He knows the principal paydays, the shopping days, and how many people work at what jobs in the motor city . . . as well as in 23 other markets he sells.

PGW TELEVISION SALES

Somewhere Every Day

Radio and Television Stations are accused of Committing

LIBEL
SLANDER
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based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

You can't predict claims—
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effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

21 WEST TENTH STREET
KANSAS CITY, MO.

KHOL-TV AWARDS ADVERTISING

KHOL-TV Holdrege and its satellite KHPL-TV Hayes Center, both Neb., in the stations' search for Outstanding Young Businessman of the localities, picked a prize calculated to make his business even more outstanding: television advertising. First place winner, Keith Kehmeier of St. Francis, Kan., received $420 of advertising on KHOL-TV and a plaque, and writer of the nominating letter got a $25 U. S. Savings Bond. Second and third placers, Clay Cafferty of Dickens, Neb., and Myron Dodson of Venango, Neb., received $165 and $135 worth of tv advertising, respectively. They were judged on civic and community activities.

'KLUB KARS' GRACE PARADE

KLUB Salt Lake City got its local "Days of '47" parade promotion rolling with a train of KLUB cars engineered by the station's team of five featured personalities. Renting a miniature train for its "Music Unlimited," the station coupled a *Breakfast KLUB* Kar, *Newsroom KLUB* Kar, *Bumper to Bumper KLUB* Kar and *Nite KLUB* Kar for inspection by the crowd of 100,000 who gathered for the festival. Some weeks earlier, the station attracted Salt Lakers' attention to its new call letters (formerly KUTA) and programming when one disc jockey conducted his show from an airplane, circling over sponsors' places of business during commercials.

WBRC-TV CUTS MANY CAKES

WHEN candles were blown out and cake crumbs cleared after the WBRC-TV Birmingham, Ala., seventh anniversary celebration, the station counted almost 40,000 letters and postcards received in response to seven contests conducted during birthday week. Winners collected more than $2,700 worth of prizes in the seven contests, and results of one competition, the cake-baking event, were so gratifying, that judges added two extra prizes during the finals.

ALTHOUGH it has no product to sell, Pipe Industrial Development Fund of Denver has signed a contract for a new KOA-TV program *Weatherman Bowman's Almanac*. The fund represents plumbers, heating engineers, process pipe engineers, air conditioning engineers and refrigeration engineers. At the contract signing are (l to r) William Kostka, president of William Kostka & Assoc., public relations firm; KOA-TV's Weatherman Bowman; Myron McGinnley, executive secretary of the fund, and Dick Harris, KOA-TV sales representative.

'EDWARD R.' NO NAME FOR BURRO

WHAT the winner named the donkey in the Name-the-Burro contest conducted by WFRV-TV Green Bay, Wis., wasn't divulged in the station's final news release announcing that 12-year-old Gail Lea Engelbrecht had won. Earlier, though, WFRV-TV did announce that it had firmly rejected one name for the animal: Edward R. Burro.

Night People Gain Book Through Literary Hoax

WHEN *I, Libertine*, a 192-page historical novel of 18th Century court life in London, hits U. S. bookshops next month, Night People everywhere are sure to cheer loudly. For these "night people"—a small band of dedicated persons who spend their waking hours taking in the chatter of WOR New York disc jockey Jean Shepherd—will have succeeded in perpetrating a literary hoax.

It all began (as they say) last April when Mr. Shepherd, philosopher, musicologist, columnist and author, asked a Doubleday Bookshop clerk for an anthology of *Vic and Sade* radio scripts. As Mr. Shepherd later reported to his listeners: "Not only did he say Doubleday didn't carry the book, but he also pointed out that it simply couldn't exist because it wasn't on any publishers' lists."

It should be pointed out here that there is a relentless struggle between Night and Day People. The latter waste their time, according to the Shepherd's flock, regimenting themselves by train schedules, luncheons, memos, telephone calls and "lists of all kinds." Sufficiently aroused by the Day People's "cocksureness . . . superiority over us Night People," Mr. Shepherd took it upon himself to "shake the Day People's faith in their organization . . . to restore the status quo." What better way, he asked his listeners, than to start with bookshop clerks whose lists make them the most organized of all Day People?

First off, Mr. Shepherd asked his audience to submit names of an imaginary book and author, arriving after considerable screening at *I, Libertine*, by Frederick R. Ewing, described as "that famous Oxford scholar and retired Royal Navy commander who once had a BBC series on 18th Century erotica." Secondly, Mr. Shepherd urged his Night People to demand the book, in shops, libraries and newsstands. Picture the consternation: People asking shops, shops asking salesmen, salesmen asking publishers! No one, it seemed, had ever heard of *I, Libertine*.

As soon as publisher Ian Ballantine got wind of this story, he contacted Mr. Shepherd, asked him to write the book under the *nom de plume* of Ewing. After much persuasion, Mr. Shepherd teamed up with science fiction writer Ted Sturgeon to produce a book described by Mr. Ballantine as "turbulent, turgid and tempestuous."

Station Authorizations, Applications

(As Compiled by B • T)

August 9 through August 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated powcr. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through August 15

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,882	3,030	161	284	124
Fm	523	546	33	7	0

FCC Commercial Station Authorizations

As of July 31, 1956

	Am	Fm	Tv
Licensed (all on air)	2,877	519	193
Cps on air	45	11	306
Cps not on air	119	19	116
Total authorized	3,041	549	615
Applications in hearing	182	2	128
New station requests	263	7	42
New station bids in hearing	124	0	77
Facilities change requests	143	4	32
Total applications pending	814	66	324
Licenses deleted in July	0	2	0
Cps deleted in July	1	0	1

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and FM Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through August 15

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	364	91	455[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	329	313	642[1]
Noncom. Educational	22	21	43[3]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,009	337	789	557	1,347[4]
Noncom. Educ.	61		34	27	61[4]
Total	1,070	337	823	584	1,407[5]

[1] 170 cps (33 vhf 137 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 43 already granted.
[5] Includes 685 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Prineville, Ore.—Grizzly Television Inc.'s application seeking cp for new tv to operate on ch. 11 in Prineville returned. (Channel is not presently assigned to Prineville.) Announced Aug. 13.

APPLICATIONS

LaSalle, Ill.—West Central Bestg. Co., uhf ch. 35 (596-602 mc); ERP 18.8 kw vis., 9.4 kw aur.; ant. height above average terrain 431 ft., above ground 442 ft. Estimated construction $73,750, first year operating cost $31,000. Post office address 2907 Springfield Rd., East Peoria, Ill. Studio location LaSalle. Trans. location 2.4 miles north of LaSalle, northeast of U. S. #51. Geographic cordinates 41° 22' 00" N. Lat., 89° 6' 3.5" W. Long. Trans. and ant. RCA. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington. Consulting engineer Frank H. McIntosh & Assoc., Washington. Station will operate as satellite to **WEEK-TV Peoria** and will be under same ownership. Filed Aug. 13.

Elko, Nev.—Southwestern Pub. Co., vhf ch. 10 (192-198 mc); ERP 12.9 kw vis., 6.45 kw aur.; ant. height above average terrain negative ft., above ground 74 ft. Estimated construction cost $65,800, first year operating cost $150,000, revenue $150,000. Post office address % Don W. Reynolds, 1920 Rogers St., Ft. Smith, Ark. Studio location Elko. Trans. location 2.4 miles west of Elko. Geographic coordinates 40° 49' 15" N. Lat., 115° 48' 42" W. Long. Trans. and ant. RCA. Legal counsel Gordon Thompson, Reno. Consulting engineer R. L. Hammett, San Francisco. Southwestern owner **Donald W. Reynolds** owns **KFSA-AM-FM-TV Fort Smith, Ark.; KOLO-AM-TV Reno, Nev.; KORK Las Vegas, KLRJ-TV Henderson, Nev.; KHBG Okmulgee, Okla.,** and **KBRS Springdale, Ark.** Filed Aug. 13.

Lubbock, Tex.—Texas Technological College, vhf ch. 5 (76-82 mc); ERP 11.1 kw vis., 5.55 kw aur.; ant. height above average terrain 444 ft., above ground 485 ft. Estimated construction cost $88,189, first year operating cost $36,000. Post office address % Dr. E. N. Jones, Pres. Studio location Texas Tech. campus. Geographic coordinates 33° 35' 05" N. Lat., 101° 52' 44" W. Long. Trans. and ant. RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Frank H. McIntosh & Assoc., Washington. Station is for non-commercial, educational purposes. Filed Aug. 15.

Existing Tv Stations . . .

ACTIONS BY FCC

KSWM-TV Joplin, Mo.—Granted cp to change ERP to 229 kw vis., DA, 129 kw aur., DA; install DA, and make other equipment changes. Announced Aug. 14.

KVSO-TV Ardmore, Okla.—Granted mod. of cp to change type ant. and make other equipment changes. Also granted STA to operate commercially on ch. 12 for period ending March 6, 1957. Announced Aug. 14.

KOTI (TV) Klamath Falls, Ore.—Granted STA to operate commercially on ch. 2 for period ending Sept. 28. Announced Aug. 14.

KOIN-TV Portland, Ore.—Granted cp to maintain ant. facilities specified in STA granted 8-6-53. Announced Aug. 14.

WBIR-TV Knoxville, Tenn.—Granted STA to Nov. 14 for commercial operation (ch. 10) in accordance with cp, except using temporary studios at trans. site. Action Aug. 9.

WCYB-TV Bristol, Va.—Granted STA to operate commercially on ch. 5 for period ending Dec. 11. Announced Aug. 14.

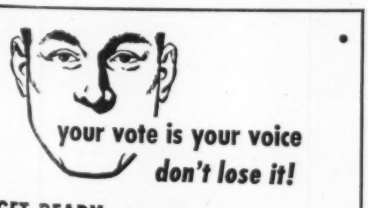
WTOV-TV Norfolk, Va.—Granted cp to replace expired cp which authorized new tv. Announced Aug. 14.

WJPB-TV Fairmont, W. Va.—Granted cp to replace expired cp which authorized new tv. Announced Aug. 14.

APPLICATIONS

WRAY-TV Princeton, Ind.—Seeks cp to replace expired cp which authorized new tv. Filed Aug. 13.

WRLP (TV) Greenfield, Mass.—Seeks mod of cp (which authorized new tv) to change trans. location to Southe Mountain Rd., Northfield,


your vote is your voice
don't lose it!
GET READY, by registering.
GET SET, by knowing what you're voting for. Then—GO VOTE!

Nearly 55,000 Farms

are located within WHBF's 31-county (25,000 sq. mile) coverage area. 14 of these counties are among the top 200 in the nation in Gross Cash Farm Income.

(Sales Management 1956)

CBS FOR THE

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

KCEN-TV Covers the WACO-TEMPLE CENTRAL TEXAS AREA MARKET

Texas business is booming . . . and we're in the heartland of Texas!

KCEN-TV

- 833 ft. tower
- Channel 6, VHF
- Max. power, 100 kw
- Full Time

NBC

Representatives:
NATIONAL: George P. Hollingbery
TEXAS: Clyde Melville Co., Dallas

KCEN-TV, 17 S. 3rd, Temple, Texas
OWNED AND OPERATED BY BELL PUBLISHING CO.

Mass.; change ERP to 133 kw vis., 66.5 kw aur.; install new ant. system, and make other equipment changes. Filed Aug. 13.

WWTV (TV) Cadillac, Mich.—Seeks mod. of cp (which authorized new tv) to make minor equipment changes. Filed Aug. 10.

KGGM-TV Albuquerque, N. M.—Seeks cp to change ERP to 44.5 kw vis., 22.2 kw aur. Filed Aug. 13.

WKTV (TV) Utica, N. Y.—Seeks cp to change ERP to 309 kw vis., 155 kw aur., and make other equipment changes. Filed Aug. 10.

KGEO-TV Enid, Okla.—Seeks mod. of cp (which authorized new tv) to make minor equipment changes. Filed Aug. 10.

Allocations . . .

PETITIONS

Harrisburg, Ill.—By **WSIL-TV Harrisburg** requesting that ch. 22 at Harrisburg be replaced by assignment of ch. 3. It is further requested that FCC issue order to WSIL-TV to show cause why its authorization for ch. 22 should not be mod. to specify operation on ch. 3. Announced Aug. 10.

Lake Charles, La.—By **KTAG-TV Lake Charles** requesting assignment of ch. 3 to Lake Charles in lieu of ch. 25. It is further requested that FCC issue order to show cause to require KTAG-TV to shift from ch. 25 to ch. 3. Announced Aug. 10.

Albert Jerry Balusek, San Antonio, Tex.—Petitions FCC requesting amendment of Part 3 as follows: (1) delete all vhf tv channel assignments from table of allocations for commercial or educational telecasting within period of 10 years; (2) grant uhf channels to holders of vhf channels in near future; (3) add 10 additional uhf channels to upper end of uhf tv band, and (4) renumber uhf channels so that uhf ch. 14 would become ch. 1, with remaining channels numbered consecutively. Announced Aug. 10.

Translators . . .

APPLICATIONS

Gunnison, Colo.—L. H. Feast, ch. 70. To rebroadcast ch. 5 **KCSJ-TV Pueblo, Colo.** Trans. output power 10 w, ERP to community 40 w. P. O. address 2009 S. Corona, Colorado Springs, Colo. Estimated construction cost $4,825, first year operating cost $100. Filed Aug. 13.

Havre, Mont.—Hill County Tv Club, ch. 82. To rebroadcast ch. 5 **KFBB-TV Great Falls, Mont.** Trans. output power 10 w. ERP to community 94 w. P. O. address % Pearl Garceau, Secretary, 805 Third St., Havre. Estimated population to be served 11,000. Estimated construction cost $3,287, first year operating cost $100. Filed Aug. 13.

Havre, Mont.—Hill County Tv Club, ch. 70. To rebroadcast ch. 5 **KFBB-TV Great Falls, Mont.** Trans. output power 10 w. ERP to community 74 w. P. O. address % Pearl Garceau, Secretary, 805 Third St., Havre. Estimated population to be served 11,000. Estimated construction cost $3,029, first year operating cost $145. Filed Aug. 13.

Maupin, Ore.—Estel L. Stovall, ch. 70. To rebroadcast ch. 6 **KOIN-TV Portland, Ore.** Trans. output power 10 w. ERP to community 134.7 w. P. O. address % Maupin Drug, Maupin. Estimated population to be served 626. Estimated construction cost $4,855, first year operating cost $2,400. Filed Aug. 9.

New Am Stations . . .

ACTIONS BY FCC

Ridgecrest, Calif.—Ridgecrest Radio's application seeking cp for new am to operate on 1400 kc, 250 w unl., dismissed at request of applicant. Announced Aug. 9.

APPLICATIONS

Phoenix, Ariz.—Grand Canyon Broadcasters Inc., 1540 kc, 1 kw D. Post office address P. O. Box 1974, Phoenix. Estimated construction cost $17,410, first year operating cost $56,000, revenue $66,000. Principals include Pres. **William P. Ledbetter** (13%), former employe, **KRIZ Phoenix**; Vice Pres. **Charles E. McHatton** (less than 1%); Secy.-Treas. **Don E. Jackson** (less than 1%), and others. Filed Aug. 10.

Littleton, Colo.—Skyline Bcstg. Inc., 1510 kc, 1 kw unl. Post office address 480 Bellewood Dr., Englewood, Colo. Estimated construction cost $32,233, first year operating cost $75,000, revenue $90,000. Principals are equal owners **J. Kenneth Brothers**, former commercial manager, **KGMC Englewood**; **Dean Donald Jervis**, sales manager, **KTLN Denver, Colo.**, and **Walter Francis Angerer**, retail package liquor interests. Filed Aug. 15.

Payette, Idaho—Payette Broadcasters, 1450 kc, 250 w unl. Post office address 35 S. 8th St., Payette. Estimated construction cost $8,700, first year operating cost $24,000, revenue $30,000. Principals are equal owners **James C. Grisham**, former 50% owner of **KLOV Loveland, Colo.**, and **John W. Ecklin**, former 50% owner of KLOV. Filed Aug. 9.

Scottsville, Ky.—State Line Bcstg. Co., 1250 kc, 1 kw D. Post office address P. O. Box 185, Campbellsville, Ky. Estimated construction cost $33,000, first year operating cost $36,000, revenue $42,000. Principals are equal owners **Redman L. Turner, William B. Kelly** and **J. B. Crawley**. All hold interest in **WTCO Campbellsville**. Filed Aug. 15.

Westfield, Mass.—Westfield Bcstg. Co., 1220 kc, 250 w D. Post office address % Albert L. Capstaff, 21 Waverly Rd., Darien, Conn. Estimated construction cost $17,000, first year operating cost $40,000, revenue $50,000. Sole owner **Albert L. Capstaff** is 25% owner of **KVAS Astoria, Ore.** Filed Aug. 13.

APPLICATIONS AMENDED

Palatka, Fla.—Tidewater Broadcasters' application seeking cp for new am to be operated on 1390 kc, 1 kw D, amended to change frequency to 1490 kc; change power to 250 w; change hours of operation to specified hours (6 a.m. to 8 p.m.); change ant.-trans.-studio and station location to Starke, Fla.; make changes in ant. system (decrease height), and make changes in ground system. Amended Aug. 13.

Winnsboro, La.—Franklin Bcstg. Co.'s application seeking cp for new am to be operated on 990 kc, 1 kw D, amended to change frequency to 1570 kc; change ant.-trans. location to 2.5 miles northeast of Lone Cedar Rd., Winnsboro, and make changes in ant. and ground systems. Amended Aug. 10.

Hamlet, N. C.—Risden Allen Lyon's application seeking cp for new am to be operated on 1400 kc, 250 w unl., amended to change ant.-trans. and studio locations. Amended Aug. 9.

Berwick, Pa.—Columbia County Broadcasters' aplication seeking cp for new am to be operated on 1280 kc, 500 w D, amended to change ant.-trans. location to .06 mile northeast of Martzville, 1 mile northwest of Berwick. Amended Aug. 10.

Grafton, W. Va.—WVVW Inc.'s application seeking cp for new am to be operated on 1250 kc, 500 w D, amended to change studio location to Riverside Dr., near Grafton (same as trans.). Amended Aug. 15.

APPLICATION RESUBMITTED

Auburn, Calif.—Golden State Broadcasters' resubmit application seeking cp for new am to be operated on 930 kc, 500 w D. Resubmitted Aug. 10.

Existing Am Stations . . .

ACTIONS BY FCC

WROS Scottsboro, Ala.—Application seeking authority to determine operating power by direct measurement of ant. power returned. (Filed on wrong form.) Action Aug. 15.

KDAN Eureka, Calif.—Granted mod. of cp to change ant.-trans. location; change studio location, and make changes in ant. system. Announced Aug. 14.

WNKY Neon, Ky.—Granted mod. of cp to change ant.-trans. location. Announced Aug. 14.

WNAW North Adams, Mass.—Granted permission to remain silent until operation at Great Barrington, Mass., has been authorized. Announced Aug. 14.

KWJJ Portland, Ore.—Granted cp to replace expired cp which authorized changes in DA-N. Announced Aug. 14.

WANB Waynesburg, Pa.—Granted mod. of cp to change studio location and operate trans. by remote control from main studio. Announced Aug. 14.

APPLICATIONS

KCOB Newton, Iowa—Seeks cp to change power from 500 w D, DA, to 1 kw D, Non-DA, and make changes in ant. system. Filed Aug. 15.

KAPK Minden, La.—Seeks cp to increase power from 100 w to 250 w. Filed Aug. 13.

WICO Salisbury, Md.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location and make changes in ant. and ground systems. Filed Aug. 13.

WCAR Pontiac, Mich.—Seeks cp to change power from 1 kw to 10 kw; install DA-2; change ant.-trans. location, and change studio and station location to Detroit. Filed Aug. 13.

WAMY Amory, Miss.—Seeks cp to increase power from 250 w to 5 kw. Filed Aug. 10.

KFEQ St. Joseph, Mo.—Seeks mod. of license to change studio location to 40th and Araon Sts., St. Joseph (tv trans. and studio location). Filed Aug. 10.

WVET Rochester, N. Y.—Seeks authority to transmit football games from Aquinas Stadium, Rochester, to **CKSL London, Ont.** Filed Aug. 10.

WBCU Union, S. C.—Seeks cp to change hours of operation from unl. to specified hours with sign-off at 7:30. Filed Aug. 9.

WMES Union City, Tenn.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location and change remote control point. Filed Aug. 10.

WFCR Fairfax, Va.—Seeks cp to increase power from 500 w to 1 kw. Filed Aug. 10.

WJWS South Hill, Va.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 13.

KGY Olympia, Wash.—Seeks cp to change ant.-trans. and studio location; make changes in ant. system (increase height), and make changes in ground system. Filed Aug. 10.

APPLICATION RESUBMITTED

KSJO San Jose, Calif.—Resubmits application seeking authority to determine operating power by direct measurement of ant. power. Resubmitted Aug. 13.

Existing Fm Stations . . .

ACTIONS BY FCC

WFRM-FM Coudersport, Pa.—Application seeking extension of completion date returned. (Filed too late. Station will have to file application seeking cp to replace expired cp.) Action Aug. 10.

APPLICATION

WHBF-FM Rock Island, Ill.—Seeks cp to change ERP to 3.7 kw. Filed Aug. 10.

Ownership Changes . . .

CORRECTION

IN B•T's August 6 "For the Record," Arthur D. Smith Jr., principal in the sale of **WDEH Sweetwater, Tenn.**, to WDEH Inc. for $52,500, was erroneously listed as owner of **WCDT Winchester, Tenn.** Mr. Smith is former owner of that station.

ACTIONS BY FCC

KGB San Diego, Calif.—Granted assignment of license to KGB Inc. Corporate change. Announced Aug. 14.

KKTV (TV) Colorado Springs, Colo.—Granted transfer of control of permittee corporation from Colorado Bcstg. Co. to **Gifford Phillips**. Corporate change. Announced Aug. 14.

KGHF Pueblo, Colo.—Granted assignment of license to **Gifford Phillips**. Corporate change. Announced Aug. 14.

WAAG Adel, Ga.—Granted transfer of control to Cook County Bcstg. Co. Transfer is to show addition of new partner, **M. H. Shepherd**, who is buying 15% from 30% owner **Robert A. Davis**. Principals will be **W. M. Forshee** (70%), **Robert**

A. Davis (15%), and M. H. Shepherd (15%). Announced Aug. 14.

WKRO Cairo, Ill.—Granted transfer of control to The Cairo Bcstg. Co. Transfer is to show addition of **Geraldine F. Hirsch, Robert O. Hirsch, James F. Hirsch** and **Marjorie Ann Hirsch**, each holding 1.66%. **Oscar C. Hirsch**, sole owner, will now hold 93.33%. Announced Aug. 14.

WHBU Anderson, Ind.—Granted transfer of control of licensee corporation from Universal Bcstg. Co. to **C. Bruce McConnell** and **Robert B. McConnell**. Universal owns 100% of station's licensee, Anderson Bcstg. Corp. **C. Bruce McConnell** owns 54.74% of Universal Bcstg. Co. **Robert B. McConnell** owns .09% of Universal. C. Bruce McConnell is buying 55% of Anderson for $27,500, and R. B. McConnell is buying 45% for $22,500. Announced Aug. 14.

WTRC-AM-FM Elkhart, Ind.—Granted assignment of license from The Truth Pub. Co. to The Truth Radio Corp. Corporate change. Announced Aug. 14.

KJAY Topeka, Kan.—Granted assignment of license to KJAY Inc. Grant is for assignment of .07% from sole owner **Robert Rohrs** to his wife **Jeanne Rohrs**. Announced Aug. 14.

KEDD (TV) Wichita, Kan.—Granted assignment of cp to **Stanley H. Durwood**. Corporate change, no change in control. Announced Aug. 14.

WCMI-AM-FM Ashland, Ky.—Granted assignment of license to Edwina Bcstg. Co. Corporate change. Announced Aug. 14.

WJR-AM-FM Detroit, Mich.; WJRT (TV) Flint—Granted transfer of control of licensee corporation from **Mrs. Frances S. Parker** through sale of 6% to certain of present stockholders for $289,060. Mrs. Parker will hold 29.99%. Announced Aug. 14.

KHEM Big Spring, Tex.—Granted assignment of cp to Elm Bcstg. Corp.; stock transaction. Announced Aug. 14.

WDBJ-AM-FM-TV Roanoke, Va. — Granted transfer of control from First National Exchange Bank of Roanoke, executor—trustee of estate of **Junius Parker Fishburn**, deceased—to Times-World Corp. Announced Aug. 14.

KORD Pasco, Wash.—Granted assignment of cp to **Wallace K. Reid, H. B. Murphy, Walter N. Nelskog** and **Harold C. Singleton**, d/b as Music Broadcasters (new partnership formed, taking in Mr. Singleton). Announced Aug. 14.

APPLICATIONS

WNHC-AM-FM-TV New Haven, Conn.—Seek assignment of license to Triangle Publications Inc. Corporate change. Filed Aug. 10.

WLAQ Rome, Ga.—Seeks assignment of license to Don Mitchell's WLAQ of Rome for $50,000. Mr. Mitchell is former employe of **WQOK Greenville, S. C.; WOIC Columbia, S. C.,** and **WQXI Atlanta, Ga.** Filed Aug. 15.

KDSN Denison, Iowa—Seeks assignment of license to Denison Bcstg. Co. for $55,000 cash. Principals are Pres. **Walter F. Morrison** (50.4%); **C. H. Fee** (12.4%); **James Peterson** (12.4%); **Richard Knowles** (12.4%), and **E. A. Raun** (12.4%). Filed Aug. 9.

WFLW Monticello, Ky.—Seeks assignment of license to **Fred A. Staples** for $27,500. Mr. Staples is 16.66% owner of **WHJC Matewan, W. Va.** Filed Aug. 15.

WRLP (TV) Greenfield, Mass.—Seeks assignment of permittee corporation from Springfield Television Bcstg. Corp. to Greenfield Television Bcstg. Corp. Corporate change. Filed Aug. 15.

WNAW North Adams, Mass.—Seeks assignment of cp from **Cecil F. Clifton** to Berkshire Bcstg. Co. Corporate change. FCC previously granted assignment of WNAW license to Berkshire. Cp was granted to **Cecil F. Clifton** to move station to Great Barrington, Mass., and this application is for assignment of that cp. Filed Aug. 10.

WSPR Springfield, Mass.—Seeks relinquishment of control of licensee corporation by **Mrs. Ruth W. Brackett** through gift of 21% to her daughter, **Barbara B. Tindal**, and by **Mrs. Alma Y. Breed** through gift of 6% to her daughter **Helen B. Solberg** and gift of 19% to her daughter's husband, **Kristian Solberg**. The Solbergs will hold 19% each, and **Barbara B. Tindal** will hold 34%. Filed Aug. 10.

WFPG Atlantic City, N. J.—Seeks assignment of license to WFPG Inc. for $150,000. **Jerome Sill** (98% owner) has formerly been associated with **WMIL Milwaukee**. Filed Aug. 13.

KVBC Farmington, N. M.—Seeks assignment of license to Radio Station KVBC. **Marvin E. Bowles** is selling his 33.3% interest to other 33.3% owners **Cloyed O. Kendrick** and **Hugh DeWitt Landis** for $27,500. Mr. Kendrick and Mr. Landis will hold 50% each. Filed Aug. 15.

WCRE Cheraw, S. C.—Seeks assignment of license to Radio Cheraw Inc. Sole owner **Roy F. Zess** is selling 10% to **Jack L. Shiver**. Filed Aug. 13.

WBAC Cleveland, Tenn.—Seeks transfer of control and assignment of license to Fitch & Kile Inc. for $137,500. Principals are equal owners **Thad F. Fitch**, general manager of WBAC, and **Walter T. Kile**, automobile interests. Filed Aug. 13.

WROL Knoxville, Tenn.—Seeks assignment of license to Greater East Tennessee Tv Inc. for $275,000 in cash and notes. Principals are Pres. **Paul Mountcastle** (37.43%), sole owner of WROL; **Clarence Beaman Jr.** (14.29%), former owner of **WKGN** Knoxville, and others, none holding over 5.04%. Filed Aug. 10.

KCAR Clarksville, Tex.—Seeks assignment of license to KCAR Inc. for $30,000. Stockholders are group of Clarksville businessmen. Principals are Pres. **Maurice Wooley** (37.5%); **Gavin Watson Jr.** (17.5%); **W. E. Bonham** (12.5%), and others, none holding over 5%. Filed Aug. 10.

KLUF Galveston, Tex.—Seeks acquisition of negative control of licensee corporation by **George Roy Clough** through transfer of 1% from his wife **Helen D. Clough**, deceased. Mr. Clough will hold 50%. Filed Aug. 15.

KTXL San Angelo, Tex.—Seeks assignment of license to San Angelo Bcstg. Co. for $15,000. Sole owner **Warren J. Fortier** is owner of **KVLH Pauls Valley, Okla.**, and is 33.3% owner of **KMRC Morgan City, La.** Filed Aug. 10.

KXOX Sweetwater, Tex.—Seeks assignment of license to Radio Station KXOX. Sole owner **F. L. Ledbetter** is selling 45% to his general manager **Myrl Stein** for $25,000. Filed Aug. 13.

Hearing Cases . . .

INITIAL DECISION

Bremen, Ga.—Hearing Examiner Basil P. Cooper issued Initial Decision reinstating and affirming FCC's grant on Nov. 2, 1955 of cp to West Georgia Bcstg. Co. for new am (formerly **WWCS**, now **WWCC**) to operate on 1440 kc, 500 w D, in Bremen. Grant was protested by **WLBB Carrollton, Ga.** Announced Aug. 15.

Routine Roundup . . .

August 9 Applications

Accepted for Filing

Modification of Cp

KURA Moab, Utah—Seeks mod. of cp (which authorized new am) for extension of completion date.

WLWA (TV) Atlanta, Ga.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Sept. 10, 1957.

License to Cover Cp

WAVU-FM Albertville, Ala.—Seeks license to cover cp which authorized changes in licensed station.

KRNW (FM) Boulder, Colo.—Seeks license to cover cp which authorized new fm.

WGRV-FM Greenville, Tenn.—Seeks license to cover cp which authorized new fm.

WKAR-FM East Lansing, Mich.—Seeks license to cover cp which authorized changes in licensed station.

WPWT (FM) Philadelphia, Pa.—Seeks license to cover cp which authorized changes in licensed station.

WEEK-TV Peoria, Ill.—Seeks license to cover cp which authorized new tv.

WDBO-TV Orlando, Fla.—Seeks license to cover cp which authorized new tv.

Renewal of Licenses

KTRC Santa Fe, N. M.; KMFM (FM) Mt. Park, N. M.; WUOA (FM) Tuscaloosa, Ala.

Remote Control

KRNW (FM) Boulder, Colo.

August 10 Decisions

ACTIONS ON MOTIONS

By Commissioner Richard A. Mack

WMAY-TV Springfield, Ill.—Granted petition for extension of time to and including Aug. 22 to file opposition to petition for rehearing and reconsideration filed in ch. 2 proceedings, Springfield, on July 30, by Sangamon Valley Television Corp. Action Aug. 7.

By Hearing Examiner H. Gifford Irion

South Georgia Bcstg. Co., Fitzgerald, Ga.—Granted motion for continuance of hearing in proceeding re its am application and that of **WBHB Fitzgerald**, from Sept. 11 to Oct. 15, at 10 a.m.; direct affirmative cases will be exchanged on Sept. 24, and prehearing conference will be held Oct. 4. Action Aug. 8.

WSLA Selma, Ala.—Granted petition for extension of time to Sept. 17 to file suggested corrections to transcript filed by WSLA on Aug. 7, re its application for mod. of cp (ch. 8). Action Aug. 8.

By Hearing Examiner Herbert Sharfman

WCBQ Sarasota, Fla.—Ordered that prehearing conference is scheduled for Sept. 5 at 10 a.m., re applications of WCBQ for cp to replace expired cp and for mod. of cp. Action Aug. 6.

Providence, R. I.—On oral request of counsel for **WNET (TV) Providence, R. I.**, and without objection by counsel for other parties, ordered that time for filing supplemental proposed findings of fact and conclusions re application of Cherry & Webb Bcstg. Co. for new tv to operate on ch. 12 in Providence, and for STA for **WPRO-TV Providence** is extended from Sept. 4 to Sept. 24. Action Aug. 8.

By Hearing Examiner J. D. Bond

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Pa.—Denied petition to enlarge issues in proceeding re its am application and that of Franklin Bcstg. Co., Philadelphia (relating to adequacy of available funds for Franklin's proposal), and for purposes of appeal, effective date of this order shall be release date (Aug. 8). Action Aug. 10.

August 10 Applications

Accepted for Filing

Modification of Cp

WKBI St. Marys, Pa.—Seeks mod. of cp (which authorized changes in ant. system) for extension of completion date.

WBLK-AM-TV Clarksburg, W. Va.—Seeks mod. of cp (which authorized mounting tv ant. on top of am tower) for extension of completion date.

WJNO-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 15, 1957.

WWTV (TV) Cadillac, Mich.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KSHO-TV Las Vegas, Nev.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 1.

WAIM-TV Anderson, S. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 14, 1957.

KRIS-TV Corpus Christi, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Oct. 1.

Renewal of Licenses

KTKT-FM Tucson, Ariz.; KRSN-FM Los Alamos, N. M.; WYZZ (FM) Wilkes-Barre, Pa.; KSL-FM Salt Lake City, Utah; KDYL-FM Salt Lake City, Utah; KFCA (FM) Phoenix, Ariz.

Renewal of License Returned

KSMU-FM Dallas, Tex. (Improperly filed.)

Remote Control

KGEC Palm Springs, Calif.; WTTL Madisonville, Ky.

August 13 Applications

Accepted for Filing

License to Cover Cp

KTML Marked Tree, Ark.—Seeks license to cover cp which authorized new am.

WFBS Fort Walton Beach, Fla.—Seeks license to cover cp which authorized new am.

WBEE Harvey, Ill.—Seeks license to cover cp which authorized increase in power and installation of DA-D.

KNDY Marysville, Kan.—Seeks license to cover cp which authorized new am.

KMIN Grants, N. M.—Seeks license to cover cp which authorized new am.

WGRF Aguadilla, P. R.—Seeks license to cover cp which authorized new am.

License to Cover Cp Resubmitted

KIKI Honolulu, Hawaii—Resubmits application seeking license to cover cp which authorized change in frequency.

Modification of Cp

WTWV (TV) Tupelo, Miss.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 1, 1957.

KTKT Tucson, Ariz.—Seeks mod. of cp (which authorized change in frequency; change power; change hours of operation, and installation of DA-D) for extension of completion date.

WBOP Pensacola, Fla.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WJJL Niagara Falls, N. Y.—Seeks mod. of cp (which authorized change in ant.-trans. location) for extension of completion date.

WMYN Mayodan, N. C.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KMOS Tyler, Tex.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KADM Othello, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KONK Shelton, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WATV (TV) Newark, N. J.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 17.

KBMT (TV) Beaumont, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

KTKT Tucson, Ariz.; KEVT Tucson, Ariz.; KOPO Tucson, Ariz.; KYUM Yuma, Ariz.; KBAR Burley, Idaho; KID Idaho Falls, Idaho; KPST Preston, Idaho (Resubmitted); KLIX Twin Falls, Idaho; KBMI Henderson, Nev.; KALG Alamogordo, N. M.; KCLV Clovis, N. M.; KVOG Ogden, Utah; KLUB Salt Lake City, Utah; KTYL-FM Mesa, Ariz.; KHFM (FM) Albuquerque, N. M.; KANW (FM) Albuquerque, N. M.; KVSC (FM) Logan, Utah.

Remote Control

WYOU Newport News, Va.

August 14 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of August 9

WTTL Madisonville, Ky.—Granted authority to operate trans. by remote control from 111 S. Maine St.

KGEC Beverly Hills, Calif.—Granted authority to operate trans. by remote control from 174 N. Palm Canyon Dr., Palm Springs, Calif.

Following were granted extensions of completion dates as shown: **WICC-TV Bridgeport, Conn.**, to 2-1-57; **WBRE-TV Wilkes-Barre, Pa.**, to 12-1-56; **KAGT (TV) Anacortes, Wash.**, to 10-30-56; **WGEE (TV) Indianapolis, Ind.**, to 1-3-57, conditions; **WOKY (TV) Milwaukee, Wis.**, to 10-14-56; **KLAN (TV) Renton, Wash.**, to 1-31-57, conditions; **KURA (TV) Moab, Utah**, to 10-22-56; **WLOS-TV Asheville, N. C.**, to 2-15-57; **KTVE (TV) Anchorage, Alaska**, to 3-1-57; **WITI-TV Whitefish Bay, Wis.**, to 11-29-56; **WMGT (TV) North Adams, Mass.**, to 2-2-57; **WSEE (TV) Erie, Pa.**, to 3-1-57; **WYZZ (TV) Wilkes-Barre, Pa.**, to 2-8-57.

Actions of August 8

KELS (FM) Nacogdoches, Tex.—Granted license for fm station.

KHFI (FM) Austin, Tex.—Granted license for fm station.

Actions of August 6

Following were granted extensions of completion dates as shown: **KWK-TV St. Louis, Mo.**, to 2-13-57; **WNOK-TV Columbia, S. C.**, to 2-25-57; **KHAD-TV Laredo, Tex.**, to 1-20-57; **WISC-TV Madison, Wis.**, to 2-7-57; **WCMB-TV Harrisburg, Pa.**, to 2-23-57.

August 15 Applications

Accepted for Filing

License to Cover Cp

WJDB Thomasville, Ala.—Seeks license to cover cp which authorized new am.

KVOD Denver, Colo.—Seeks license to cover cp which authorized change from employing DA-1 to DA-N.

WWDC Washington, D. C.—Seeks license to cover cp which authorized change from DA-1 to DA-2 and changes in DA pattern.

WGHN Grand Haven, Mich.—Seeks license to cover cp which authorized new am.

WMIS Natchez, Miss.—Seeks license to cover cp which authorized change in ant.-trans. location and changes in ant.

WBAW Seneca, S. C.—Seeks license to cover cp which authorized increase in power.

License to Cover Cp Amended

WGMS Bethesda, Md.—Application seeking license to cover cp which authorized changing trans., studio and station location; change from D to unl. time, and change power amended to change applicant name to RKO Teleradio Pictures Inc. Amended Aug. 15.

WNVA Norton, Va.—Application seeking license to cover cp which authorized change in frequency; increase in power, and change in ant.-trans. location amended to change applicant name to Radio Wise Inc.

Remote Control

KVOD Denver, Colo.

UPCOMING

AUGUST

Aug. 26-28: Georgia Assn. of Broadcasters, annual meeting, King & Prince Hotel, St. Simon's Island, Ga.

Aug. 31-Sept. 1: Montana Radio Stations Inc., annual meeting, Glacier Park Hotel, Glacier Park.

SEPTEMBER

Sept. 6-7: RAB midwestern managers' conference, French Lick, Ind.

Sept. 10-11: RAB southern managers' conference, Biloxi, Miss.

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

Sept. 13-14: RAB northeastern conference, Skytop, Pa.

Sept. 13-14: Michigan Assn. of Radio-Tv Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.

Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 5: Ohio Assn. of Radio-Tv Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.

Oct. 12-13: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 9: Calif. State Radio-tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

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RADIO

Help Wanted

Managerial

Little Rock, Arkansas—KOKY—new all negro programmed station now staffing. Need two experienced men. Program director-assistant manager and sales manager. Accepting applications until September 1st. Send complete resume and photograph 1st letter or application will not be considered. John McLendon, KOKY, Box 1956, Little Rock, Ark.

Indianola, Miss. WNLA needs manager-salesman immediately. Only station in city of 6000. Salary and override to right man. Excellent staff and facilities. Present manager being transferred to larger operation. Send resume and photograph to W. L. Kent, Box 523, Greenville, Mississippi.

Manager for new 500 watt daytime station. Sales and programming experience necessary. Good opportunity in one station city of 14,000. Write full information, including salary expectations to L. J. Plym, Owner, 1105 Front Street, Niles, Michigan.

Salesman-sales manager combination new station opening September. Excellent opportunity right man, one station city. Send complete data, photograph, phone salary basis. Box 188, Alexandria, Louisiana.

Salesmen

Florida fulltime 5000 watt major network affiliate needs experienced salesman. Good draw on commission. Florida man preferred. Box 370A, B•T.

Radio station in rich Gulf Coast area needs fulltime salesman. Straight commission with guarantee. Earnings depend on ability and willingness. Also top afternoon DJ (popular music) with ability to sell own program. Write full particulars. Box 442A, B•T.

Wanted—live wire salesman to cover the Scranton and Wilkes-Barre, Pa., area. Prefer salesman presently employed in this market. No drifters; your experience will write your ticket. Box 450A, B•T.

Salesmen, announcers, engineers, bookkeeper and office personnel needed in an established radio station in south. An opportunity for each employee to invest as little as two thousand and work with investment. Openings include key positions. If you are sober, reliable and capable, and if you believe in good radio, this is an opportunity of a lifetime. This ad will not be repeated. All replies held in strict confidence. Address reply to Box 528A, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Iowa 5kw, fulltime network station, with tv, needs aggressive, experienced radio salesman. Immediate opening. Good guarantee and opportunity. Top station in metropolitan market. Write Box 543A, B•T.

Immediate opening for optimistic, hustling salesman. Real opportunity. Independent daytimer exclusive in small city. Good trade area. Active accounts, good prospects. Submit complete information to Manager, KOFO, Ottawa, Kansas.

Salesman who likes selling. Ideal opportunity for aggressive, ambitious man. Guaranteed salary and opportunity for advancement. Apply to Sam Phillips, WARK-CBS, Hagerstown, Maryland.

Experienced salesman. $75.00 per week, plus commission. Bob McKay, WKRM, Columbia, Tennessee.

Progressive radio-vhf tv operation accepting applications for salesmen. Full details and picture with first letter. Salary and commission. WJTV, Box 8187, Jackson, Mississippi.

Account executive for music-news. Guarantee $150.00 per week (not draw), or 15% whichever is greater. No ceiling on earnings. Number one Pulse station. No restricted list. Two other salesmen presently making $12,000 per year. Send full information to WLLY, Richmond, Virginia.

An experienced salesman who will assume the position of commercial manager in six months in a 5000-watt station, top-rated in a New England market of 150,000. Starting guarantee of $125.00 weekly against 15% commissions. Good house accounts assigned immediately. Two years successful experience will enable commercial manager to participate in ownership of station. Send complete background, references and picture to Box 1522, Worcester, Mass.

Announcers

Chief engineer wanted immediately. $80.00 weekly. North Carolina. Send tape, photo to Box 438A, B•T.

Opportunity for hillbilly personality for small North Carolina independent. Position open immediately. Sales opportunity for right man. All applications must include references, disc, or tape, and picture. Box 479A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

"Hillbilly disc jockey," a great independent, will hire great hillbilly personality with proven audience and selling record. Box 490A, B•T.

Experienced announcer-DJ with pleasing personability and easy going sense of humor. No comedians. Take over established afternoon show on 5kw Ohio station. Box 523A, B•T.

Wanted—announcer good selling voice also new. Virginia local station. Good job for right man. Box 531A, B•T.

Country-western DJ for one of the nation's hottest medium-sized market radio stations. Must have ability to handle program with nation-wide recognition. Should know his music, be able to handle interviews with top western stars and be able to handle mail pull copy. Starting salary open, must be experienced. No drifters or floaters wanted. Outstanding working conditions. Box 558A, B•T.

Negro disc jockey. Fine opportunity open for man who can pitch. Write Box 561A, B•T.

Announcer for radio and 4th year tv operation. Fine community, fine company, seeking applicants who can sell on the air. Tape, photo, resume. Box 564A, B•T.

Staff announcer wanted with bright, friendly style for strong independent. Immediate opening. Send photo, tape and resume to Box 575A, B•T.

Announcer wanted. Daytimer needs fulltime, experienced announcer immediately! Must be able to write continuity. Airmail tape, complete details! Good salary for hardworking conscientious man! KABR, Aberdeen, South Dakota.

Top pay for two top announcers with 1st class tickets and good straight announcing ability to run DJ show. No engineering or maintenance. 5 kw music and news independent. Send tape and letter to Bob Rohrs, Owner, KJAY, Topeka, Kansas.

Little Rock, Arkansas—new negro station—KOKY now staffing. Need four disc jockeys—r & b and religious. Accepting applications until September 1st. Send details of experience and picture in 1st letter. John McLendon, KOKY, Box 1956, Little Rock, Ark.

Experienced radio announcer, pleasant voice, good at console. Man we want is mature, stable, ready to make a place for himself in 27-year-old radio-tv organization. Send complete resume, tape and photo to Jack Chapman, Manager KTSM, 801 N. Oregon, El Paso, Texas.

Have opening for experienced staff announcer at 5000 watt NBC station. One of the finest stations in the midwest. Airmail audition tape, photo, background information, references and salary expected to Jerry Fahrenbruch, Chief Announcer, Radio Station KVGB, Great Bend, Kansas.

Vermont's only tv-am operation opening for radio announcer with lively personality and interest in creative programming. Salary commensurate with ability. Tv talent opportunities. Tape experience and references to W. C. Dow, WCAX, Burlington, Vermont.

Wanted: Experienced announcer; strong on play-by-play sports. Radio Station WEAV, Plattsburg, New York.

WFNC, Fayetteville, North Carolina, needs good announcer. No night work. Person from southeast preferred. Good working conditions. Write giving educational background, experience and biographical sketch. Send tape of news and short record show.

Announcer with first phone. Good salary. Contact Hal Vester, WFTC, Kinston, N. C.

Growing in ratings and revenue. We need the right man to grow with us . . . strong announcer-DJ who can sell and be sold . . . knows all kinds of music and can program it with variety and taste for afternoon audience. No rock and roll. Solid background, mature style, pleasing personality . . . everything first letter . . . interview later. News, commercials, DJ on 7½-15 minute tape. $4,000 plus. Mal Morse, WICH, Norwich, Connecticut.

Opening for experienced announcer. Bob McKay, WKRM, Columbia, Tennessee.

Immediate opening: Fulltime announcer wanted by central Pennsylvania university town station. Write, call, or write Station Manager, WMAJ, State College, Pennsylvania.

Attention:

DISC JOCKEYS

We're buying Independent stations and need top-flight staffs. Right now you have your choice of two Northeastern markets in the top 40. There'll be more later. Salaries open—but good! Also vacation, health and life insurance benefits. Tell all first letter. Tapes returned after careful audition. All replies strictly confidential.

Box 533A, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

Opportunity for experienced announcer who does all around excellent job with DJ, commercials, news. Winning personality, selling voice to build shows. Send tape, resume to WMIX, Mt. Vernon, Illinois.

Country jock, substitute four months on one of the nation's top ten independents for top-rated present jock while on USO tour. Tape, picture, resume, first reply. Returned. Cuzzin Bill Hamby, WONE, Dayton, Ohio.

Wanted: Combo man with 1st class ticket. Must be good announcer. Pleasant working conditions in one of northern California's finest equipped 5 kw network stations. Top salary. Apply by letter to Joe D. Carroll, P. O. Box 631, Marysville, California.

Want to work in small-town New England? We own one successful "home-town" station and are building 2 others in Massachusetts. Many staff jobs open for on-the-ball guys with this growing organization. Needed: 2 morning men, PD, 2 combo men, 1 chief, 2 announcer-copywriters, 1 sales manager. Write fully, including how much, in first letter. Jim Miller, Shorehaven, East Norwalk, Conn.

Small town—immediate opening. Some announcing. Learn sales. If interested call 700 Evanston, Wyoming.

Technical

Chief engineer for 1000 watt southwestern daytime station with remote control. Must be mature, and fully qualified. Salary $400.00 per month. Write Box 454A, B•T.

Combination engineer-announcer—1st class ticket needed immediately. North Carolina small town independent. Send full information first letter, include salary desired, tape and photo. Position open immediately. Box 480A, B•T.

Southeastern regional needs competent engineer-announcer. Pleasant locality in up-and-coming area. Excellent equipment and working conditions. Send tape. Write giving experience and desired salary. Box 517A, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Help wanted: Immediate opening transmitter-engineer . . . first phone . . . in Wisconsin's vacationland. Box 527A, B•T.

Wanted—engineers with first and second phone licenses. Salary will depend on qualifications and experience. Range $61.50 to $105.00 per week. Radio and television jobs available immediately. Experience not required. Write Box 529A, B•T.

Top engineer wanted. Thoroughly experienced chief engineer for remote controlled station. A chance for freedom of operation and good salary in return for 100% efficient engineering operation. Apply only if you're sure you can handle everything between the mike and antenna and enjoy everything connected with radio and engineering. Complete details to Box 560A, B•T.

Chief engineer. Start as engineer-announcer. Opportunity to become chief after brief trial period. Contact Gene Ackerly, KCOW Radio, Alliance, Nebraska.

Chief engineer for combo work 40 hours weekly. Salary consistent with combo work experience. Apply KNOG, Nogales, Arizona, immediately.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

Engineer, announcer 250 watt independent 90 miles from New York. Must be able to maintain station and do good announcing job. Salary commensurate with ability. Write Manager, WDLC, Point Jervis, New York.

Man with first license, some announcing, transmitter and studio maintenance. Car. Will consider straight operator. Salary open and will depend on ability and experience. A good opportunity for family man to settle permanently in a growing community of 15,000 in the northern Shenandoah Valley. Contact Station Manager, WEPM, Martinsburg, West Virginia.

Chief engineer-announcer for daytimer Mutual station. Furnished apartment available. Permanent position with growing station in growing area. Contact Harry G. Bright, Radio WETZ, New Martinsville, West Virginia.

RADIO

Help Wanted—(Cont'd)

Technical

First phone who can talk. Start $60. Raises. Open now. Tape, picture, story. George Gothberg, WFPA, Box 391, Fort Payne, Alabama.

WTOC, 5kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Chief. No announcing. Gates remote equipment. Top pay and working conditions for top man. Permanent. WTUX, Wilmington, Delaware.

Chief for kilowatt directional. Must be good maintenance man. Good living and working conditions. WWBZ, Vineland, N. J. Phone 9-6500.

Wanted: Engineer-announcer combination around September 1st. Pleasant working conditions, top pay for right man. Call Ed Wilson, Orange, Va., 7263, collect.

Programming-Production, Others

Program director-announcer—Fall opening at midwest independent daytimer for imaginative man ready to utilize top program and equipment resources. Because personal interview is required, only midwest applicants will be considered. Send complete details in first letter. Box 373A, B•T.

Are you an assistant promotion manager looking for a department of your own? A Rocky Mountain NBC-TV station is looking for you. Write Box 526A, B•T.

Program director. Top-rated news and music station in large Ohio city. Solid background in pop music and news, with ability to supervise personnel essential. Exceptional opportunity. Unless you have proven record as assistant program director or program director in big-time, independent operation, do not apply. Confidential. Box 537A, B•T.

Sales promotion manager. Fine opportunity open for young man able to type and draw with good ideas for radio promotion. Write Box 562A, B•T.

RADIO-TELEVISION

HELP WANTED

Radio Sales Manager . . .
. . . . $7,800 Plus
Operations Director . . .
. . . . $125 per week
Program Director . . .
. . . . $600 per month
Several Radio & TV Announcers . . .
. . . . Top Salaries Available
Several Copy Writers . . .
. . . . Excellent Salaries
Plus Many Others in all Phases

JOBS WANTED

Combo-Announcer, D. J., News . . .
. . . . Several Available
TV Tech. & Director . . .
. . . . Excellent Experience
Camera & Floor Mgrs . . .
. . . . Varied Experience
Outstanding Sports Men . . .
. . . . Years of Experience
Radio Salesmen . . .
. . . . . Years of Experience
Plus Other Sales and Copy People

Personnel and job requests have been pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.

National Radio & Television Employment Service

5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Leading midwestern radio station, network affiliated, needs experienced copywriter. Good opportunity. Excellent working conditions. Send complete details to Box 570A, B•T.

Program director-announcer—immediate opening for experienced announcer ready for program director's job. Must be good at news and DJ work. Station has a profit sharing plan and ideal working conditions. Salary is no problem if you are our man. Send complete details, tape and picture in first letter. Joe M. Leonard, Jr., Manager, KGAF, Gainesville, Texas.

Experienced copywriter wanted September 10th. Send letter stating expected salary and sample copy to KHOB, Box 247, Hobbs, New Mexico.

Need at once, experienced copywriter. Send sample of copy, complete background including salary requirement and photo. Write to Larry Getchell, Program Director, Radio Station KLIN, Lincoln, Nebraska.

Top radio newsman needed because of expansion of news staff. Must have local news coverage experience. Send complete resume and tape to Conrey Bryson, KTSM, 801 N. Oregon, El Paso, Texas.

Experienced local newsman, capable of organizing one-man department. Personal interview necessary. KWOW, Pomona, California.

Experienced newsman needed now for 10kw station. Gather, write air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C. Also opening for general announcer.

Situations Wanted

Managerial

Manager: Young family man. Desires small or medium independent. Successful experience all phases of small market operation. References, billing, and earnings on request. Want permanent location with future. Box 456A, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Manager-sales manager: Top rated independent station, metropolitan market. Availability due to change in ownership. Outstanding sales record plus executive ability to train and inspire others. Versatile background covers local and network radio and national advertising agency field. Creative ability covers every type program, gimmick and jingle commercials and top quality selling copy. Also station and advertiser promotion, publicity and merchandising. Present annual income in five figure bracket. A "high return" investment for some smart station operator. You can't win the Derby on a donkey! Box 485A, B•T.

I'm no magician but—if you have the facilities and a market, I can make your station pay off. Top ratings in 90 days. Over 20 years operating experience. Presently gainfully employed but seek a market half million or more. Moderate salary plus percentage of gain. Box 502A, B•T.

Manager: Investigate before you invest! Factual outline, administrative and personal sales record; bonafide details and figures; top accredited industry reputation; substantiated local/national sales know-how business getting ability. On your desk—at your request! Nothing to lose. Confidential. Box 518A, B•T.

Sales manager: Don't try to top a proven pro—hire his experience and know-how! Factual outline and bonafide detailed personal sales record substantiating national/local business getting ability yours for the asking. Now working but confidentially seeking your inquiry. "Don't let a good one get away." Box 519A, B•T.

Manager-mature experienced man. Strong on sales and engineering, efficient operation, knows radio business, references. Box 534A, B•T.

Southeastern small markets: Nine years experience announcing, engineering, sales, administration. Presently assistant manager and 10% owner southeastern local. Desire larger share in some operation. Can make modest investment. 33 year old family man. Box 541A, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Manager—specialist modern music independent operation. Married, family man. Will establish Number 1 rating. Successfully managing Number 1 music station in medium market. Thirty-three and experienced for advancement to larger market. Competition means nothing. Work for substantial income but go full speed. Box 551A, B•T.

Situation wanted: General manager, age 31, married, no children, college graduate, 10 years experience from staff to present managers job. Want larger market, greater sales potential; ambitious, keen competitor, active in community. No big shot or chair warmer but hard worker. Want radio or tv sales with progressive organization. With present employer 5 years. Let's get together and both make money. Write Box 566A, B•T.

Salesmen

Attention, Florida: 10 years sales management experience in radio and television. Now in Florida, available for interview. Top qualifications, references. Box 455A, B•T.

Top salesman—N.W. 5kw CBS. Young family man. Desires California local. Aggressive, creative, hungry. Box 556A, B•T.

Good competitive salesmen with proven record is interested in fulltime station in S.E. United States. All phases . . . radio. Now employed, college, married, available September. Box 573A, B•T.

Announcers

Sportscaster: Excellent play-by-play. Top rated television and radio sports shows. Desires good sports television and/or radio station position. News and special events. On-camera commercials. Presently employed. Box 293A, B•T.

Attention CP, new and expanding stations. Experienced announcer looking permanent position. Prefer Florida and south but not essential. Available September. Box 347A, B•T.

SUCCESS STORY ILLUSTRATES ADAPTABILITY OF NORTHWEST'S TV-TRAINED PERSONNEL

NW GRAD JOHN HILLSBURY

The young man pictured at the left is another example of the practicality of Northwest's training. John recently completed Northwest's Television Production training on a Friday. He then appeared on Panorama Pacific for a week starting the following Monday, competing as Portland's entry in their Puppeteer contest.

Of course, Northwest does not primarily train TV artists. Our business is all-around, practically-trained TV production personnel. But John's success typically illustrates how Northwest's diversified training enables our People to become especially adept in those fields for which they have particular apptitude or background—be it announcing, copy, film or any other phase of TV —and at the same time be well qualified in all phases of Production work.

Call Northwest FIRST for all Broadcasting personnel problems. Call, wire or write John Birrel, Employment Counselor for complete details.

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Announcers

Deejay—morning man—tops—employed-veteran-family—wishes to relocate. Box 437A, B•T.

Experienced, midwest radio-tv. News, disc, morning man. Married, sober, best references. Box 444A, B•T.

Eight years play-by-play . . . experience all phases of radio. Sports spot wanted. Excellent references . . . family. Box 446A, B•T.

Free-lance radio and tv announcer, would like to make a change from the element of insecurity in free-lancing to a permanent position; dependable, versatile, resume, tape, photo available. Box 484A, B•T.

Employed am-tv announcer . . . DJ. Now in strong midwestern market. Wants to move to station with greater opportunity for news. Rich, mature voice . . . intelligent newscast. Box 494A, B•T.

Reliable, experienced announcer, southern California, exceptionally strong on news and DJ. Formerly news director. Wants position southern to northern California. Box 505A, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 506A, B•T.

Experienced sports announcer-salesman. Married . . . ex-GI . . . can handle remotes as well as board . . . available immediately. Box 507A. B•T.

"Flying saucers." Featured on the nation's finest country and western show, NBC Network, television and radio and records from coast-to-coast now seeking affiliation with a station that is country minded. (1) Personable, dynamic young singer who has captured America's hearts from six to sixty and broken all sales records. Available as single or with complete complement of country talent. (2) Promotion minded—top rated DJ and singing MC of national barn dance with complete inside knowledge of talent programming, management and sales. (3) In short we can put you on the golden country band wagon or renovate and build for you a sound nationally recognized show at a minimum budget. Box 509A, B•T.

Many years experience in broadcasting with some television. Complete details on inquiry. Box 512A, B•T.

My specialty very relaxed DJ shows. Good news. Strong commercial. Desire moderate size market. Married. Veteran. Experienced. Box 513A, B•T.

Announcer: DJ. Single. 30. 4½ years experience, same station. Person to person approach. News, commercials. Desires to relocate major metropolitan area. Draft exempt. Excellent credit references. Box 516A, B•T.

Sports director. Midwest, east. Experienced all sports, sales, staff, news. College graduate, married, 25, vet. Desire sports, or sports combination with solid, permanent operation. Now doing sports-sales $460 medium market. Box 521A, B•T.

Seven years experience, play-by-play. Sports director and staff. Two years sales. All phases. Married, vet. Box 524A, B•T.

Two experienced men desire change preferably together. News, discs, special events, sales, top play-by-play. One presently announcer-sales promotion manager. Other sports-program. Families, late 20's. All offers considered. Box 535A, B•T.

Experienced sports, news, discs, excel play-by-play. Family. Employed program director. Box 538A, B•T.

Young woman-staff announcer, trained, strong feature shows, commercials. Tape, resume available. Box 539A, B•T.

Experienced DJ. Veteran, married, college, available immediately. Full resume on request. Box 542A, B•T.

Experienced, dependable. Announcer would like to work in Pennsylvania, Connecticut or New Jersey. Box 546A, B•T.

Now available due to change in programming policies. Play-by-play sportscaster. 9 years experience. Major college football, basketball, boxing, pro baseball. Currently with top station one of nation's major markets. Air check all sports. Box 547A, B•T.

Personality DJ—production minded. Musician, piano. 7 years experience. Radio-tv. College degree plus grad work. Married. Seeks good situation in southwest or west. Box 554A, B•T.

Play-by-play sports. Want good situation west or southwest. 7 years experience. College. Married. Box 555A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced 1st phone announcer interested in sports, also do good job on music and news. Sincere commercials. Relocate anywhere there is an opportunity for advancement. Available about September 10th. Box 565A, B•T.

Inexperienced, little training, willing to learn. Will travel two hours from New York City. Box 568A, B•T.

Staff announcer, thoroughly trained news, commercials, DJ and board. Tape available. Box 569A, B•T.

Country singer disc jockey, radio and television experience. Available after September 1st. Zeke Clements, P.O. Box #35, Nashville, Tenn.

Nationally famous woman deejay with eight years of experience in metropolitan market. Highest recommendations from present management. Relocating because of format change at present station. Write Mary Dee, 728 Adelaide Street, Pittsburgh, Pa., or call MU 2-4044.

Voice? Yes. Delivery? Yes. Personality? Yes. Experience? Yes. News, Yes. DJ? Yes. Travel? Radius 100 miles N. Y. C. Salary? Enough to support a woman (a lady). Executive abilities? Yes. Available now? Yes. Brad Guildford, 1875 University Ave., New York 53, N. Y. TR 2-8433.

Experienced announcer and personality disc jockey wants progressive station. Versatile, dependable, excellent references. Tom Hopkins, Box 775, Bernardsville, New Jersey, Bernardsville 8-0538 after 6:00 p.m.

1 year experience, staff personality—news, sports, commercials. Platter specialties—hard worker, single, travel, tape, resume, references. Reno Martin, 111 Orchard Street, Mount Vernon, N. Y. MO 7-8442.

Young negro disc jockey seeks job in radio combo. Staff experience. Holds third phone ticket. Excellent references. College background. Willing to travel. Write Fred McMorris, 7759 S. Calumet, Chicago 19, Illinois.

Colored female: Young, aggressive; familiar with all phases of radio. Available immediately. Z. Palmer, 7948 Wabash, Chicago, Ill.

Professional announcer—south only! Authoritative news, sports, commercials. Ex-midwesterner, married, college graduate. Fritz Van, 501 East Moore, Valdosta, Georgia. Telephone 1047.

Technical

Chief engineer—good practical experience—construction, maintenance, directionals, remote control. Box 235A, B•T.

Employed chief announcer — 24 — sports, news, music—prefer New England. Box 515A, B•T.

Programming-Production, Others

Ambitious, attractive negro girl well trained in all phases of radio, excellent as DJ would like work. Tape, photo. Box 530A, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced executive possessing 15 years in sports, news, special events, production and sales promotion. Copy and continuity long suit. Network air background. Large market experience but seeking smaller town location. Available immediately. Box 545A, B•T.

Program director, newsman. Age 32, married. 12 years experience with top stations. Seeking good independent. Box 549A, B•T.

Producer director willing to relocate. Currently with top network affiliate in top market area. Thoroughly experienced. Hold B.A. and M.A. Excellent references. Box 559A, B•T.

Briefly, here's the story: Not interested in small or loose operation. Earned rating of top newscaster-commentator in southern state through work, not as prima-donna. New owner's policies resulted in resignation of myself and station staff. Home, enjoying first vacation in 3 years upstate New York. Formerly news and program director, 29, engaged, ex-marine, university graduate. Highest references. Box 563A, B•T.

TELEVISION

Help Wanted

Announcers

Fast growing station in bustling sports-minded three station market needs top grade sportsman willing to forgo play-by-play in favor of intensive local sports reporting on camera. Also need applications from aggressive reporter-photographers, well trained in news gathering technique for television. No applicants considered without photograph, voice tape and resume with references. Box 430A, B•T.

Experienced announcer for large eastern network affiliate. Straight commercial announcing and booth work. Give full resume and expected salary. Box 483A, B•T.

Florida vhf seeking experienced announcer-director with on-camera know-how. Top pay for right man. Our staff knows of this advertisement. Send resume, photo, tape to Box 544A, B•T.

Good commercial announcer needed immediately. Must have commercial broadcasting experience. Send resume, complete with tape and photo, to Charles J. Carey, WNEM-TV, 814 Adams Street, Bay City, Michigan.

Technical

Have immediate opening for transmitter operator. Duties will also include remote television pick-ups. Full details first letter. Box 520A, B•T.

Transmitter engineers for aggressive vhf, DuMont experience preferred, however will consider any man with good technical background. Send details, schooling experience, family status, photo, salary, Chief Engineer, KERO-TV, 1420 Truxton Ave., Bakersfield, California.

Studio video technician, permanent position. Give experience; especially maintenance. Salary expected, and recent snapshot. KRMA-TV, 13th & Welton Streets, Denver, Colorado.

STANDBY EQUIPMENT

OR

SATTELITE OPERATION

500 Watt RCA TT500-A Combined Video and Audio Transmitter for any VHF Channel. Excellent Condition. Used only as standby transmitter. Now accepting offers. Also 3 Bay RCA Super Turnstile Antenna TF-3C tuned to Channel 2. Contact Jon R. McKinley, KTVR, Denver, Colorado.

TELEVISION

Help Wanted—(Cont'd)

Technical

Chief engineer—uhf experience General Electric 12 kw—KSAN-TV, 1111 Market Street, San Francisco, California. J. Paterson.

WTOC-TV, Channel 11, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting experience helpful. State salary requirements with resume. Box 509G, B•T.

NBC-ABC vhf midwestern station has opening for a good copywriter. Good working conditions. Send background to Box 571A, B•T.

Opening at once in traffic and copy departments. Man or woman acceptable. Mail resume and references to operations, KHAS-TV, Hastings, Nebraska.

Expanding operation needs cameraman, projectionist, announcer-news man. Write Program Director, WHTN-TV Huntington, West Virginia.

Situations Wanted

Situation wanted: General manager, age 31, married, no children, college graduate, 10 years experience from staff to present managers job. Want larger market, greater sales potential; ambitious, keen competitor, active in community. No big shot or chair warmer but hard worker. Want radio or tv sales with progressive organization. With present employer 5 years. Lets get together and both make money. Write Box 566A, B•T.

Salesmen

Good sales record, 9 years radio, broadcast experience. Family man, age 43, presently employed. Would like tv experience. Box 540A, B•T.

Announcers

Experienced tv announcer, director, writer, air personality. Presently employed. Seeking permanent position with progressive station emphasizing live programs and commercials. Box 500A, B•T.

Technical

Tv workshop graduate, tv studio technician. Floorman, film work, lighting, acquainted with studio procedures. Production, sports production, programming. Box 514A, B•T.

Programming-Production, Others

Newsman. Three years tv. Reporter, writer, air-man; assignment-editor local newsfilm operation. Box 212A, B•T.

Program director, air personality, writer. Solid tv programming-production background. Presently employment. Desire PD position small to medium market. Replies promptly acknowledged. Box 501A, B•T.

Metropolitan newsman. Long on experience but young, not tired. Genuine reporter-writer, plus excellent on-camera presentation. Box 508A, B•T.

South Florida tv-radio news director. Eight years experience. Gathering, writing, airing. Florida resident. Available early September. Box 536A, B•T.

Announcing, writing, traffic. Prefer southeast. Single. Excellent references. Barbara Anderson, 2124 Northwest 4th Avenue, Fort Lauderdale, Florida.

FOR SALE

Stations

Tv-uhf license in the largest city in the country without a local tv station. Low frequency. A major market but handicapped by vhf overlap. Size of market and uhf development assure eventual profitable operation but present holder cannot afford to develop. Low cost or will accept part ownership as payment. Box 375A, B•T.

FOR SALE

Stations

Successful Texas 250 watt independent station. Gross increasing every year. Profits good. Good loyal listening audience. Box 463A, B•T.

Station for sale. North Carolina independent. Absentee ownership forcing sale. Small down payment. Full information to qualified buyers. Box 478A, B•T.

Absentee owners have priced for quick sale small but growing market daytimer, Middle Atlantic Coast, $32,000 cash, or terms $12,000-$16,000 down. Great potential. Ideal one or two owner-operator station. Box 553A, B•T.

Only station in excellent town, with population over 8000, in deep south, area being developed. Selling to dissolve partnership. Principals only. Box 574A, B•T.

Gulf Coast area small market. $33,000—can be purchased with $12,000 down. Paul H. Chapman Co., 84 Peachtree, Atlanta.

TVA area fulltime station with above average plant, $94,250. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Presto playback PT17-A. Still in crate. Spare reel. $400. Box 510A, B•T.

RCA TT-5A high band transmitter, factory converted to air cooling. Box 532A, B•T.

Western Electric 2 channel 40A audio console less monitor, chassis $500. Box 567A, B•T.

For sale: Used Western Electric 451-A-1 250 watt am transmitter. Would be ideal for Conelrad use. Two 1240kc crystals and spare tubes included. Contact Radio Station WEBQ, Harrisburg, Illinois.

For sale: Scully disc recorder, late model manually operated machine, excellent condition. Also, Model 200 Ampex tape machine, 30 and 15 inch speed. Address WSM, Inc., Nashville 3, Tenn. Attention: Technical Director.

688' guyed 401b windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskogee, Oklahoma.

WANTED TO BUY

Stations

Radio station wanted by qualified and financially able party. Prefer northeast. Will consider any excellent situation east of the Mississippi. Earnings history necessary. Write confidentially and in detail. Prompt action assured. Box 431A, B•T.

Two experienced radio men want small market am station—Kentucky, Tennessee, Arkansas or Missouri. Maximum $6,000 cash, $18,000 balance over 3 years. Box 503A, B•T.

Corporation with management experience and limited capital wants to buy small market broadcast station. Replies confidential. Box 511A, B•T.

Experienced radio and tv men interested in purchase of radio station midwest or west. Box 557A, B•T.

Sold privately: Two-thirds of all the radio stations listed with this agency since its establishment in 1953. Dignified, personal service. Ralph Erwin. Licensed broker serving Texas, Colorado, Missouri, Arkansas, Oklahoma and Kansas. 1443 South Trenton, Tulsa.

Stations wanted now. Operating figures immaterial. Clients interested in potential. Ralph Erwin, Broker. Tulsa.

Equipment

Complete, good used am equipment. 1kw xmtr, monitors, limiting amp., console, mikes, recorders, tower. Box 504A, B•T.

Wanted: Modern 5kw am transmitter. Also used Magnecord PT-6. Give full details first letter. Box 522A, B•T.

Wanted: One used live camera chain. Prefer field power supply and control unit. Box 525A, B•T.

Wanted: Used RCA BC-2B or GE BC-1-A console in good condition. State price. Box 550A, B•T.

WANTED TO BUY

Equipment

Wanted to buy: 10 kw fm transmitter. XEAW, Box 268, Monterrey, Nuevo Laredo, Mexico.

Wanted: Fm frequency-modulation monitor and small console for educational station. Swartzendrouber, Goshen College, Goshen, Indiana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately **Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.**

The National Academy of Broadcasting, America's pioneer professional school, places radio-tv announcers, writers, producers. Send for list of alumni, positions held, and jobs available. 3338 16th Street, N.W., Washington, D. C.

FCC first phone license. Concentrated speed course. New class begins September 17th. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y.

RADIO

Help Wanted

Managerial

COMMERCIAL MANAGER WANTED

If you have sound business judgment, the ability to handle people and a sincere desire to make a lifetime connection, we're interested in you as a commercial manager of one of the midwest's largest, soundest and most successful radio stations. The man we want will have a strong background in both national and local sales. Perhaps you're now commercial manager or sales manager of a small operation with a limited horizon. If you have the background, if you are young, aggressive and possessed of strong determination to move ahead with a successful, heads-up team, we want to hear from you. This is an important job and we expect to pay well to fill it. Send complete resume to

Box 497A, B•T

Salesmen

SALESMAN

Long established, profitable and respected "middle sized" Radio and Television Station Representative Firm seeks salesman with Madison Avenue agency sales experience and contacts. Write very brief resume which will be held in strict confidence.

Box 552A, B•T

Announcers

ANNOUNCER

Radio-TV Announcer for deep South NBC station. Basic requirements is to be a good air salesman. Rush resume, tape, photo for interview invitation to Program Manager, WAPI-WABT, Birmingham, Alabama.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

NEWSMAN

Need man who is experienced in gathering, writing and delivering local news. About 3 hours of staff announcing daily. $350 to start and a permanent job for the right man. Independent 250-watt daytimer in city of 24,000. Send resume and tape to:

WLOI
LaPorte, Indiana

Situations Wanted

Managerial

GENERAL MANAGER

. . . with 20 plus years of excellent experience with two top flight major market stations. Knows programming, sales management, promotion and agency - representative contacts. Have a proven record and excellent references.

Box 572A, B•T

TELEVISION

Help Wanted

Salesmen

TELEVISION SALESMAN

We need aggressive, experienced television salesman for this dominate station (VHF, major networks) in an important mid-western market. The man we need will have the background and qualifications to ultimately step into a position of real importance. He'll work for one of the soundest organizations in the country with a liberal salary and commission arrangement. If you have the qualifications and are looking for a connection really geared for growth, send us a complete resume immediately.

Box 496A, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
8100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE

Equipment

USED TV EQUIPMENT

80%-90% OFF

1	Mike Boom & Preamblulator—20 ft.	$100
1	TG-1-A Synch Generator in Rack, tubed	$800
2	MI-26235A, TS-10A Switcher	$400 each
38	WP-33 P.S. Regulators with Tubes	$25 each
7	Double Audio Jack Panels	$20 each
10	BR-84E Racks	$30 each
16	BR-84 Rack Doors	$10 each
2	BR-84 Rack Side Panels	$10 each
1	W.E. 23C Audio Console	$200
12	Open Frame Telephone Racks	$15 each
5	10", 630 Jeeped Receivers	$25 each
5	12", 630 Jeeped Receivers	$25 each
8	Budd Type Racks	$20 each
2	40 Amp, DC, Selenium Rectifiers, 220AC/400VDC	$1,000 each

All equipment recently in use. Sold as is, FOB Chicago. Contact Chief Engineer, WTTW, 1761 East Museum Drive, Chicago 37.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

MISCELLANEOUS

NOTICE

One Shure Microphone, Model 300. Ser. 2642

Two Altec Microphone System Model M20, Ser. 1129 and 1130

One Electro Voice Filter-type Microphone

One Electro Voice Microphone slim-line-type

One McIntosh Amplifier, Model 150A, Ser. 7216

Two General Electric Amplifiers, A1320

These items were stolen from Recordex, Ltd., Suite 207, Mining Exchange Building, Denver 2, Colorado.

Any information of the above listed items should be sent to this office or to Detectives G. E. Tovrea or G. F. Curnow, Detective Division, Police Department, City of Denver.

. . . located in the Classified section of *the* newsweekly for radio and television; delivers "help wanted" signal with 500 kw wallop; channels "situation wanted" spots to exactly right market of more than 77,000 B•T readers.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the *Classified* pages of Broadcasting • Telecasting.

Butler's Blunder

IT MAY turn out that Paul Butler, chairman of the Democratic National Committee, advanced the cause of freedom of the air when he intemperately denounced CBS for not carrying his party's propaganda film last Monday.

Mr. Butler's outbursts brought about a united defense by all three television networks, including the two which had broadcast the film in its entirety. What was equally if not more important was that many leading newspapers joined the networks in defending the rights of news media to exercise their own editorial judgment. This was the only principle at stake in the affair, and Mr. Butler found himself in the awkward position of condemning it.

The initial remarks of Mr. Butler, delivered from the platform at the conclusion of the film, were those of a man in a frenzy of frustration. Some delegates were incited by his excoriation of CBS. There were cries of "throw 'em out" and there was even some jostling of CBS personnel on the floor of the amphitheatre.

Later, in news conferences, Mr. Butler was less angry, but he persisted in talking about the right to see and hear as something apart from freedom of broadcasting. He even mentioned possible legislation. In that respect he talked not unlike Sen. John Bricker, the Republican who espouses government control of programs and rates by making networks common carriers. One wonders how two such disparate partisans can find common ground.

CBS deserved better treatment. It has done as much as any other broadcasting company to fight the battles of free radio and television. It was the first to challenge the withholding of news from the air in the press-radio war of two decades ago. Since then it has been in the vanguard of all causes for editorial freedom. Of all network chiefs, CBS Inc. President Frank Stanton has been the quickest to take action when broadcasting freedom was threatened. Indeed, Mr. Butler himself was obliged last week to express personal admiration for Mr. Stanton.

The worst that could be said against CBS last week was that it erred in editorial judgment. And even that is open to question, in fact is beside the point in this discussion. Errors in judgment happen every day in journalism, either electronic or printed. It was CBS' right to err, if err it did, as much as ABC's and NBC's right to broadcast the "full text" of the Democratic film.

It all happened in the heat of the first day of a hot political convention in a steaming amphitheatre in Chicago. Under less trying circumstances CBS and Mr. Butler might have acted differently. It is useless, however, to talk now about an incident which cannot be called back for editing. We hope the affair will be forgotten, except to serve as another reminder that freedom of the press, which also means freedom of the air, will be preserved only as long as media fight for it.

New Cop on the Beat

THERE'S a new cop on the broadcasting beat. The Federal Trade Commission is intensifying its monitoring of radio and television advertising.

It will take a while to find out whether the cop is there as a friendly guardian of the law or as a bully-boy whose mission is to build a record of convictions. Right now the evidence points in the direction of the latter.

The FTC is expanding its patrol of broadcasting at the order of Congress, which voted $100,000 for the purpose. There will be a temptation to try to prove that the expenditure was justified.

Such proof is now lacking.

Congress voted the $100,000 largely at the urging of one FTC member and the chairman of the Senate Commerce Committee. The FTC member, Comr. Lowell Mason, made several speeches in which he claimed an alarming incidence of bait and switch advertising. Sen. Warren G. Magnuson made similar remarks during hearings of his Senate Commerce Committee. Both Mr. Mason and Sen. Magnuson received wide publicity which, however coincidental, was well timed. Mr. Mason is up for reappointment Sept. 25. Sen. Magnuson is running for re-election in November.

In his speeches, Mr. Mason neglected to mention that most of the cases he cited were three years old or older. In his, Sen. Magnuson did not explain that his evidence came largely from personal assumption. He had spent a time listening to the radio and watching tv while convalescing in bed and found some commercials objectionable.

Drawn for B•T by Bill Ingells, art director, Bruce B. Brewer agency, Kansas City.

"I can give you a 9 to 9:30 slot on chair 2."

Mr. Mason's and Sen. Magnuson's reputations for reportorial accuracy will not be enhanced if the FTC fails to turn up an epidemic of fraudulence on the air. Yet the FTC must disregard the personal fortunes of politicians if it is to conduct its monitoring objectively.

To be sure, there have been isolated cases of bait and switch commercials and of other advertising abuses. Ethical broadcasters are as eager as the government to see offenders brought to justice. The danger in an investigation undertaken under such circumstances as those attending FTC's is that justice might be sidetracked in the cop's zeal to make a pinch.

Starting Place

A PLANK, or to be more precise, a splinter of the platform adopted by the Democrats last week made a generalized charge that the Eisenhower administration had suppressed information. The Democrats committed themselves "to press strongly for worldwide freedom in the gathering and dissemination of news."

A laudable objective, we say. And a good place to start pursuing it is on Capitol Hill which has been under the control of Democratic majorities. There, a strict ban against television has been in effect on the House side ever since the organization of the 84th Congress. By orders of Speaker Sam Rayburn, who also was permanent chairman of the Democratic convention last week, television film and live cameras have been excluded from all House committees.

The Ghost Walks

AFTER an anguished two-year wait, members of the FCC will get a pay raise from $15,000 to $20,000 ($500 more for the chairman), along with other appointive members of independent agencies and of the President's official family.

Congress acted none too soon. Several members of the FCC had candidly revealed to friends that they would have been forced to quit unless the increase was forthcoming this year. The same condition prevailed at other agencies.

The action means that the government will be able to attract and retain better-qualified people for responsible federal positions. We are not unmindful of the considerable number of people in numerous government departments at many levels who could not earn as much on the outside.

Generally, however, government pay in the upper echelons has been notoriously poor—far below what most of the incumbents could earn in private pursuits. There's prestige in working for Uncle Sam, to be sure, but prestige doesn't pay the bills or send the children through college.

"We can still get the top shows on KSTP-TV!"

Stronger signal, new shows usher in big Fall season

The highest TV structure in the Twin City area—KSTP-TV's new antenna has added thousands of potential viewers in former fringe areas of this 600,000 TV-home area.

This major improvement—another *first* for the Northwest's *first* television station—will bring a great new lineup of sparkling TV entertainment to more viewers than ever before this Fall.

"Treasure Chest", a new audience participation show, and "T. N. Tatters," the Northwest's top rated local kid show, are new KSTP-TV Fall entries which, along with great new NBC shows, will bring the Northwest its greatest season in television!

Now is the time to get aboard! Put KSTP-TV's showmanship, stars and service to work for you. For further information, contact your nearest Petry office or a KSTP-TV representative.

KSTP-TV CHANNEL 5 50,000 WATTS

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.